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NO. 258 October 1985

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ACADEMY AWARDS FOR TEEN-AGE MOVIES Pg. 4

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NUMBER 258 OCTOBER 1985

MAD

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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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COVER ARTIST: AL JAFFEE COVER IDEA: HAROLD QWERTY

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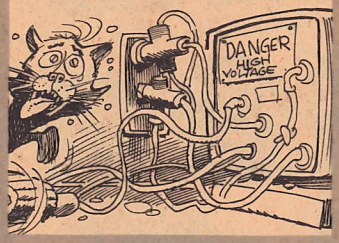

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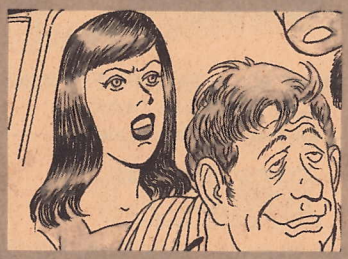

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LETTERS AND TOMATOES DEPT.

"DIE-NASTY"

Not only is "Die-Nasty" the funniest thing I ever read, but it is prophetic as well. How did you know that Fallon would return from the grave? Mort Drucker and Lou Silverstone did a fabulous job.

Tawnee Ryder
America, USA

I just loved "Die-Nasty." It was "Die"-no-mite!

Jeff Amlotte
Northridge, CA

THROWING UP IS HARD TO DO

In "The Potrzebie Maneuver" (MAD #256) you made a slight error. Everybody I know would throw up immediately at the sight of anything with a Smurf, "Hello Kitty" *or* Care Bear on it! Really—please be more realistic in the future!

Erica Pass
Hartsdale, NY

In "The Potrzebie Maneuver" you forgot Step Z: If all else fails, buy the record "We Are The World" and listen to it as many times as possible!

David Merrill
Liverpool, NY

STILL MORE MAD E.S.P.

Looks like Hershey Foods Corp. decided to cash in on the profound advice of Frank Jacob's "If Advertisers Made Use Of Old Masters" in issue #256!

Joan Blackwell
Bonn, W. Germany

Guess what candy bar he would eat if he were around today.

Rich, delicious Skor. Truly a total indulgence.

KING HENRY THE ATE?

ART AND FLOWERS

You guys outdid yourself on the cover of MAD #256. You made ol' Alfred out to be what he really is—a blooming idiot!

R.J. Clark
Whetstone, AZ

I got a big kick out of the cover of your July issue. Who's Alfred's decorator??

Andrea Armentor
Sierra Vista, AZ

Would you believe Lawn Doctor?—Ed.

I actually framed the "miniature abstract painting" on the cover of issue #256 and sold it for $2,000 dollars! Thanks!

Shelly Kautz
Youngstown, OH

Congratulations! For serving as our agent, you're entitled to a 10% commission, so we'll expect a check for $1,800 from you any day now!—Ed.

"GOETZ" SMARTS

I wore "Mad's Goetz mask"...and got mugged! Can you send me back the money I lost?

D. Nydam
Brighton, CO

Sure! As soon as that person who sold our "miniature abstract painting" sends us the check for $1,800!—Ed.

A READER RETURNS

Hey you clods! I hadn't picked up MAD since my high school daze in the early '60s. Can't believe that the names haven't changed in your cell block... Gaines, Drucker, Martin, Berg, De Bartolo, Jacobs, Jaffee, Coker, Torres, Aragones...Now that's what I call being committed! I enjoyed reliving the past so much I thought I'd send you some bail money in exchange for the next 24 issues. One more thing: In order to preserve my old MADs in mint condition I haven't worked the fold-ins at the back. Could you please tell me all the punchlines I've been missing for 25 years?

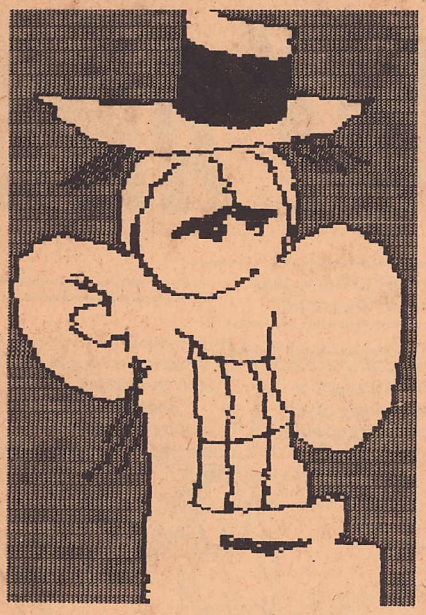
Steven Leis
Elbow Lake, MN

THIS PROBLEM HAS BEEN BUGGING US FOR YEARS ON AND OFF AND WE'LL SOLVE IT SOON!

MAD READERS GOOF-UP

For once, we made a mistake and not one reader spotted it! In issue 256, "The MAD Practical Driving Test" was from an idea suggested by Elizabeth Swain, whom we failed to give credit to. Now, don't you all feel foolish?

ROM MARTIN DEPT.



My computer enjoys your magazine as much as I do! Enjoy the picture.

Rich Brown & computer
Middletown, NY

Your machine will really get a jolt out of our computer program on page 36!—Ed.

A PAT ON THE BACK

I am writing to commend you on the excellent job all of you have done producing MAD. Being a MAD reader for almost six years, I find myself waiting more and more anxiously for the arrival of new issues at the newsstand. The fresh satirical writing and first rate art by your "Usual gang of idiots" is a welcome change and relief from our confused, tension-filled world.

Eddie Geiselhart
Dayton, OH

MORON MAIL

I just love those funny little quips you give at the end of some of the letters in your letters department. After you print my letter will you do the same thing?

John McCann
St. Louis, Mo

In past years, my two brothers have both had letters printed in MAD. I thought it was time I, too, had a letter published.

Bruce D. Schneider
Covina, CA

OK! Send us one and we'll be happy to publish it!—Ed.

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TEEN-SELL TOWN DEPT.

MAD'S ACADEMY AWA

Here in the **girl's locker room** of Malibu High, the **spiritual center** of many teen movies, winners will be selected in each category and receive a **"Raunchy."**

Ladies and Gentlemen, welcome to the **first award show** to honor the **"Slob Comedies"**—films that entertain by offering **gross humor** and **blatant nudity.**

Okay, they're **slob films!** But they've made some great **technical advances!**

Yeah! In **"Hot Cafeteria Girls"** there's **full dolby stereo** of a Minister **barfing into a laundry hamper!**

Tom Hulcer! Are you here because you were in the **original** slob comedy **"Manimal House?"**

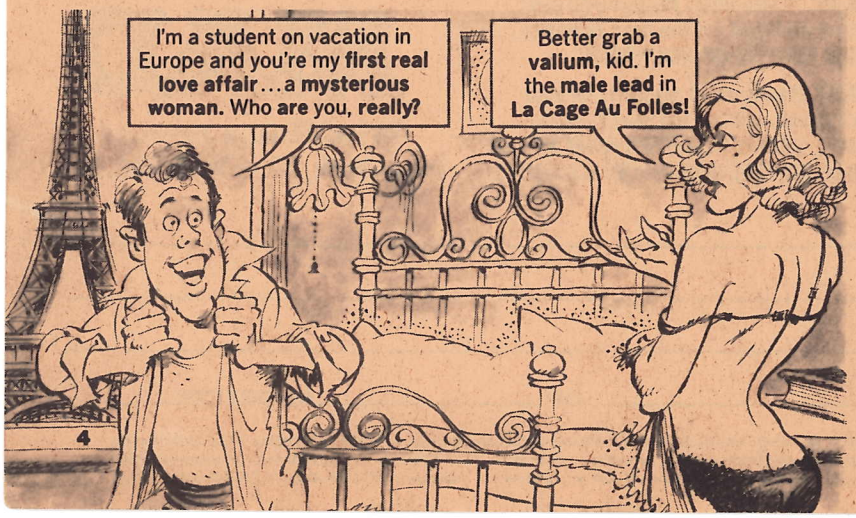
NO! I just got a **big money offer** to do **"Porky Meets Amadeus"!**

What? you're going to sink to **that** level after your **brilliance** as **"Mozart"!**

ARTIST: MORT DRUCKER

In the category **"Best Losing Your Virginity"** scene, the first nominee is the **seduction scene** from **"Getcha"!**

The **second** nominee is from the film **"All The Right Movements"!**



RDS FOR TEENAGE FILMS

The **pre-ceremony excitement** has been marred by only one **"incident"!** It was when the cast of **"Yuppie Virgins"** arrived and the crowd surged towards them. It was the first and only time **actors** "mooned" their **fans!**

Mozart died **broke!** I don't want the same thing to happen to **me!**

Gosh, I'm **so excited!** I'm nominated for **"Best Moistness In A Wet-T Shirt"** scene!

I hear that award is "up for grabs!"

So are **the actresses!**

I saw every one of the nominated films and I've got a **big problem!**

What's your problem?

I don't know who to root **against!**

And now, let's get **on with the show!**

DRUCKER

ANTELO'S FAVORITE

WRITER: ARNIE KOGEN

RRIIIPPP!

And the **winner** is the movie **"Classless"**, about a **Prep School guy** who has an affair with his **best friend's Mother!**

Our next category is: "Most Outstanding Performance As A Psycho Nut Case." The first nominee is the spaced-out ski-bum in "Hot Dawg—The Movie."
Meet Squirrel Morphine, the most zonked-out guy on skis.
Watch those moguls, man! These Swiss Alps have some pretty radical turns.
These aren't the Alps. This is Squaw Valley, California!
Wow! Does that mean my lift ticket is invalid?
The second nominee is Ally Cheaty, for her portrayal of a creepo, loner student in "The Breakfast Bunch."
Let me explain why I'm here. I was inadequately parented! My turn-ons are: cutting the circulation off in my finger, nymphomania, lying and having sex with extra terrestrials. I'm majoring in "Mood Swings"!
And the winner is Sean Punk, for his role as a drugged out punker in "Fiashing Times At Ridgemont High"!
Dig in, Dude! It's got sausage, mushrooms, marshmallows and extra sprinkles!
Ordering a pizza in class! Do you realize what you are doing?
Sure, I'm doing JAMES DEAN! It's a calculated career move!
PIZZA NUT
Here is your "Raunchy," Sean!
Hey, this award is a bitch! It's totally intense! People think that I'm a spaced-out dude! Not true! That's just a "role" I play! In conclusion, let me say... I'm sorry I couldn't be here tonight to accept this great award personally.
In the category of "Single Most Disgusting Scene," the first nominee is "The Barfing Into The Open Sunroof" scene in "Caddyshlock."
Arrgghhh! Barfing in a Buick! I've never felt worse in my entire life!
You will!
Why?
This car belongs to HULK HOGAN!
"And the winner is... the "Motorcyclist Flying Face First Into A Horse's Rear End" scene in the film "Cop Academy"!
That's the GROSSEST, most DISGUSTING thing I've ever seen on film! As my Congressman, I insist you do something to ban this sleaze!
Nothing unusual here! You must understand, as a Congressman, I run into horses's asses all day long!
SCREEECH!
PD

Accepting the "Raunchy" are the two **creators** of "Cop Academy," **Neil Izzy** and **Pat Propp!**

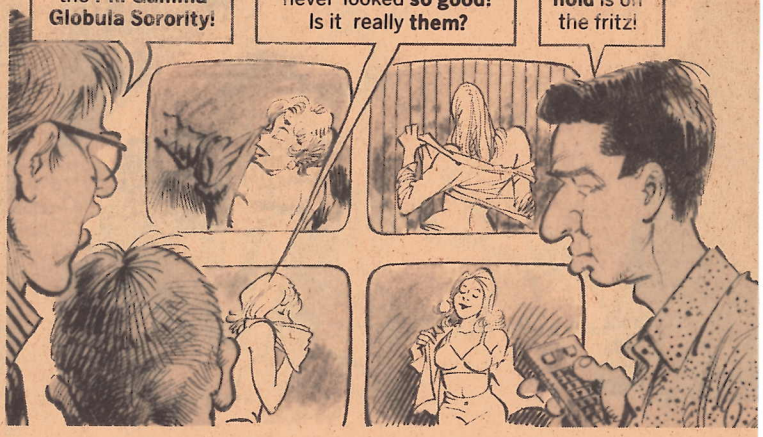
As creators of **"Cop Academy"** and **"Bachelor Orgy"** we've made **millions!** Since you **love** coughing up **five bucks** to see **junk,** we will **continue** to **crank out the sleaze!** Watch for our new films, **"Nuclear Winter Nymphos"** and **"Hot Tub Girls Go Home For Passover!"**

No awards for teenage films would be **complete** without this category: **"Peeking At Naked Girls."** The **first** nominee is the prankish **"Videotaping The Sorority House"** scene in the film **"Revenge Of The Nerdballs"!**

What a **totally hot** move! Sneaking a video camera into the **Phi Gamma Globula Sorority!**

Wow! Check out the **gazongas** on Jenny and Cincy! These chicks never looked **so good!** Is it really **them?**

It's **us!** Our **horizontal hold** is on the fritz!



The **second** nominee is **"Guy In Drag Hiding In The Girl's Shower"** scene in **"Primate School."**

And the **winner** is the classic **"Gang Leer"** scene from **"Pokeys."**

The peep show's **over,** Blitzer! What you're doing here is a **disgrace!**

To **red-blooded teenagers** everywhere?

To **TRANSVESTITES** everywhere!!!

You boys are **horny, perverted sex fiends!**

But **Mrs. Ball-buckler,** we're just doing our **S.A.T.'s!**

Your S.A.T.'s?

Yeah! **Staring At** Tushes!

I accept for the winners, who **didn't bother to show!**

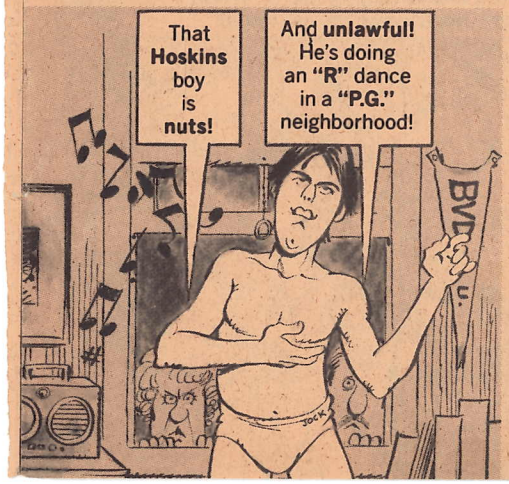
In the category of **"Musical Numbers That Suddenly Appear Out Of Nowhere,"** the **first** nominee is **Tom Crude's** solo dance in **"Frisky Business"!**

The **second** nominee is the **"Library Dance"** scene from **"The Breakfast Bunch"!**

And the **winner** is **ANY number** from the film **"Footloosed"!**

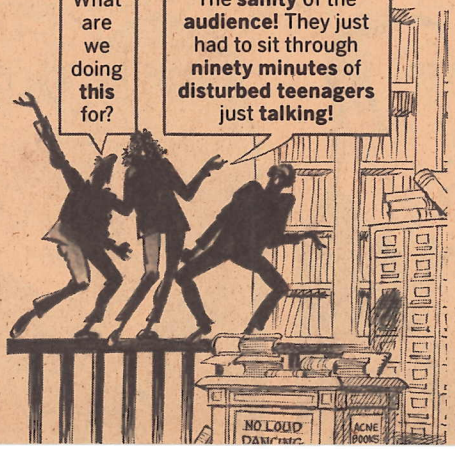
That **Hoskins** boy is **nuts!**

And **unlawful!** He's doing an **"R"** dance in a **"P.G."** neighborhood!



What are we doing **this** for?

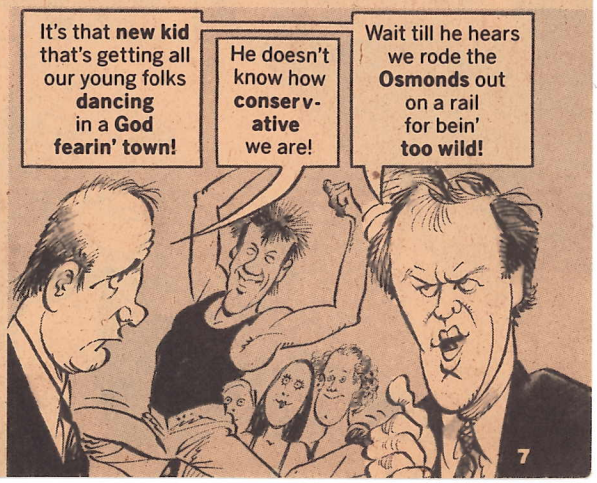
The **sanity** of the **audience!** They just had to sit through **ninety minutes** of **disturbed teenagers** just **talking!**



It's that **new kid** that's getting all our young folks **dancing** in a **God fearin' town!**

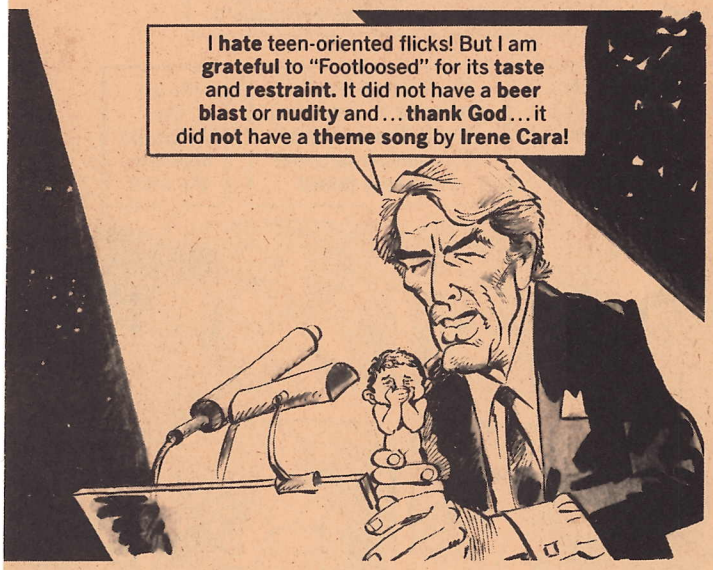
He doesn't know how **conserv-ative** we are!

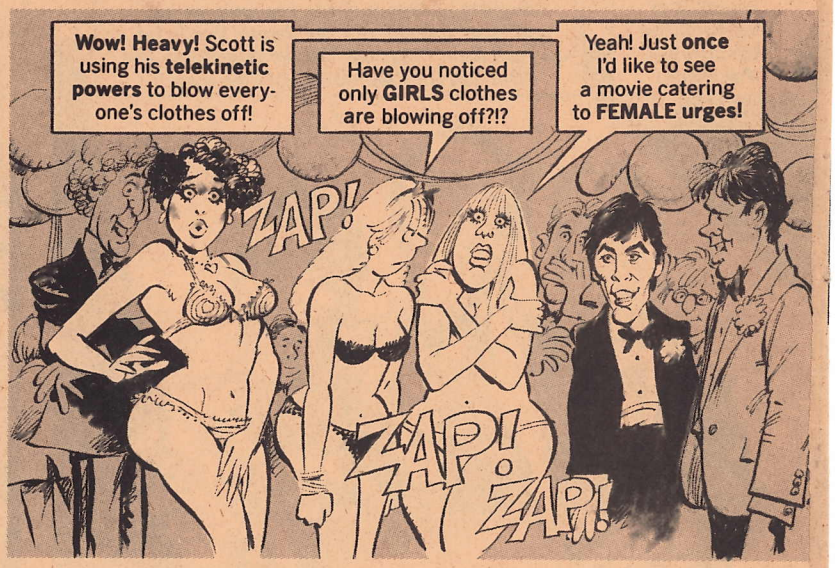
Wait till he hears we rode the **Osmonds** out on a rail for bein' **too wild!**



Accepting the award for **"Footloosed"** is veteran actor **Gregory Peck!**

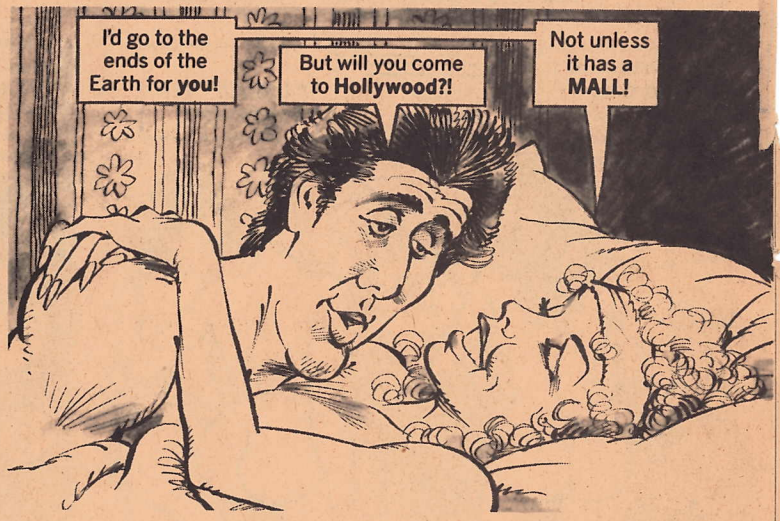
Teen films had so many absurd plots it's hard to select an outstanding **worst!** But we've established the category, **"Dopiest Story Lines In The History Of Motion Pictures"** to try. The **first** nominee is **"Zapping"** starring TV reject **Scott Bayou!**

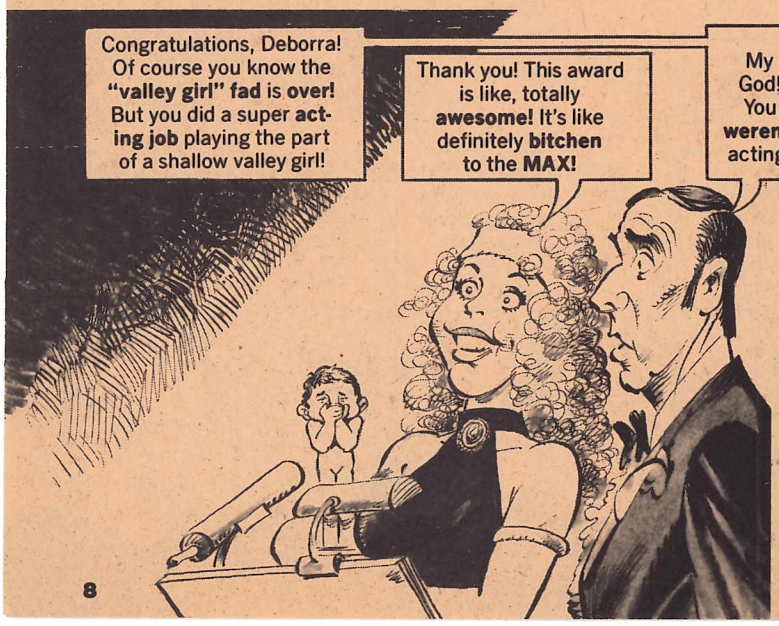


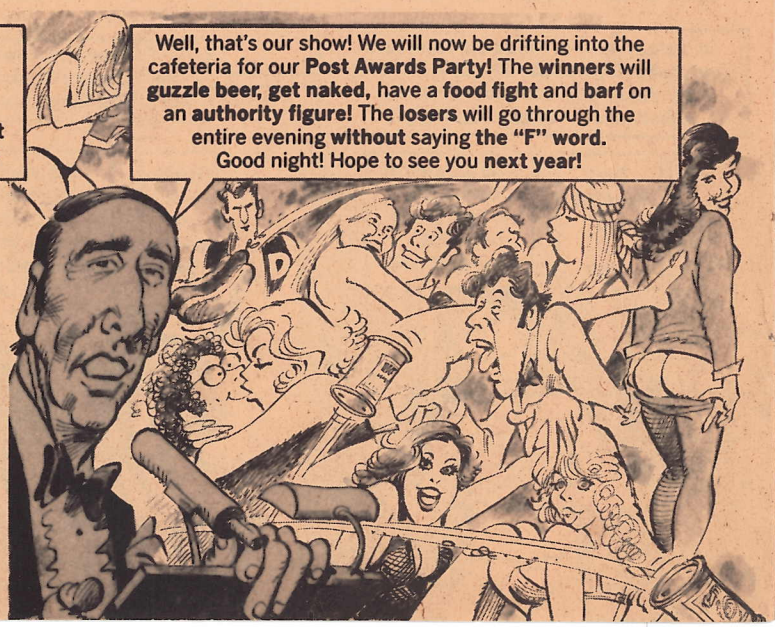


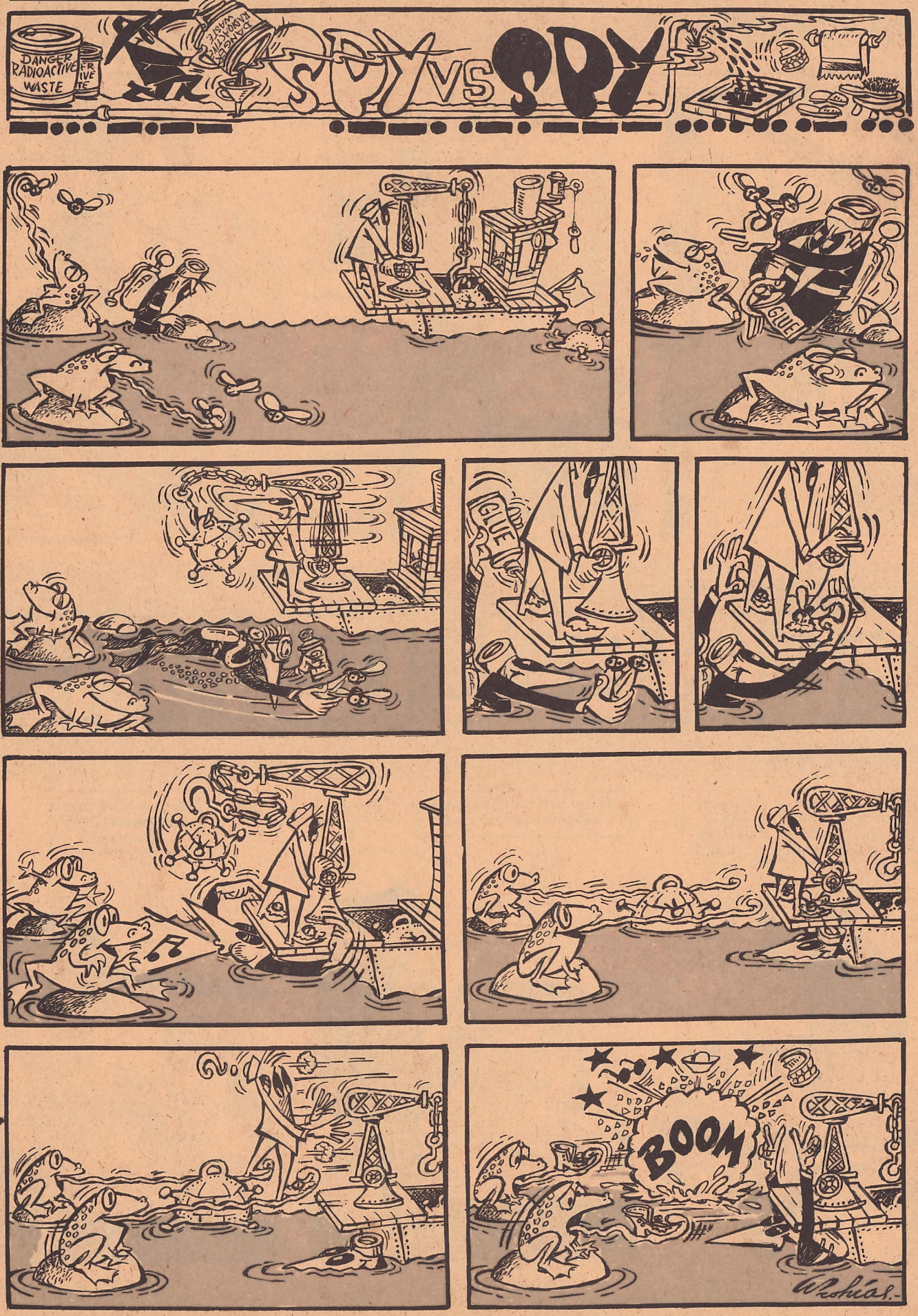
The **second** nominee is the latest and **most ludicrous** of the "Pokey" sequels—**"Pokey's Revenge"!**

And the **winner** is **"Valley Chick"** with the dilemma, "Can a girl from the **valley** adjust to a dude from a different **zip code?**

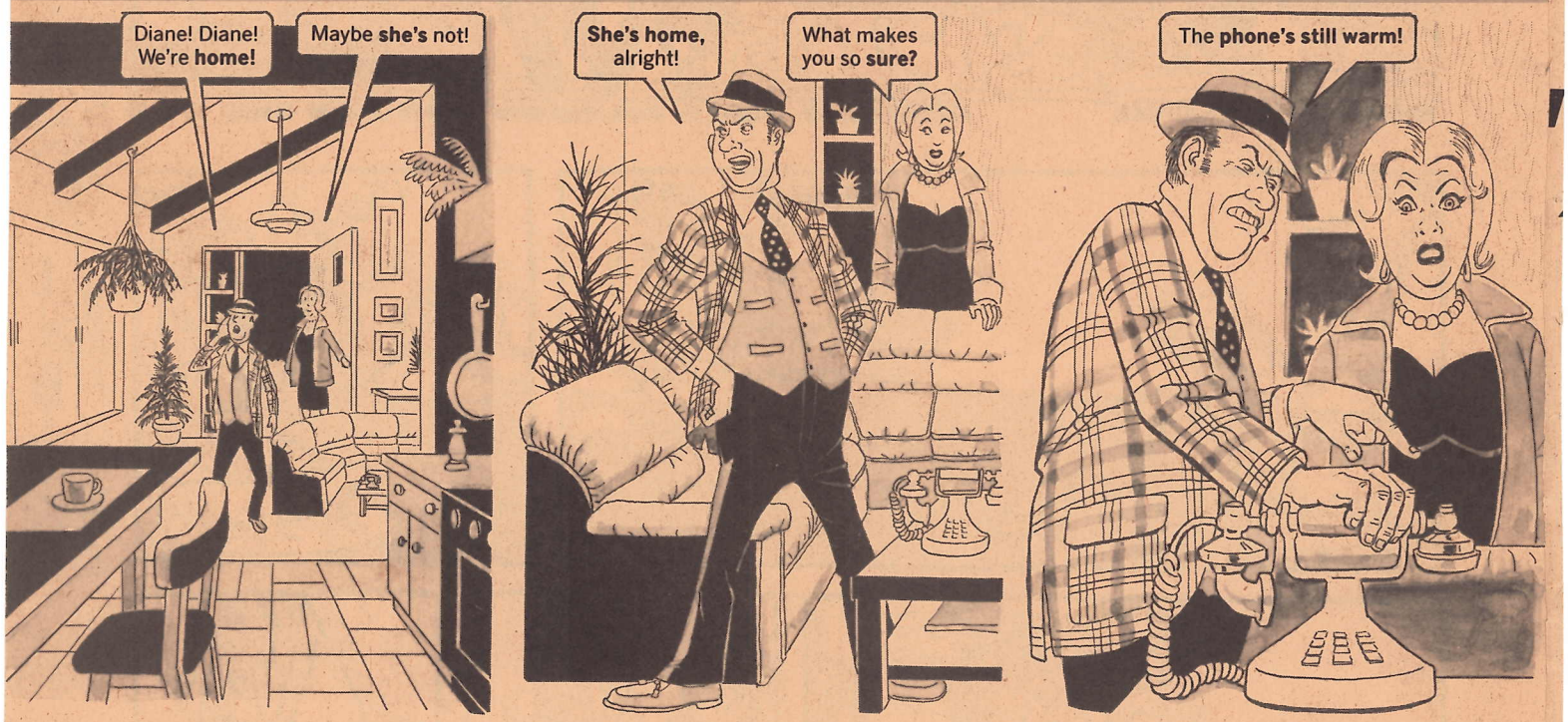







SPY vs SPY
DANGER RADIOACTIVE WASTE
GLUE
GLUE
BOOM
BANK
CURB YOUR DOG

PREDICTABILITY



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ARTIST & WRITER:
DAVE BERG

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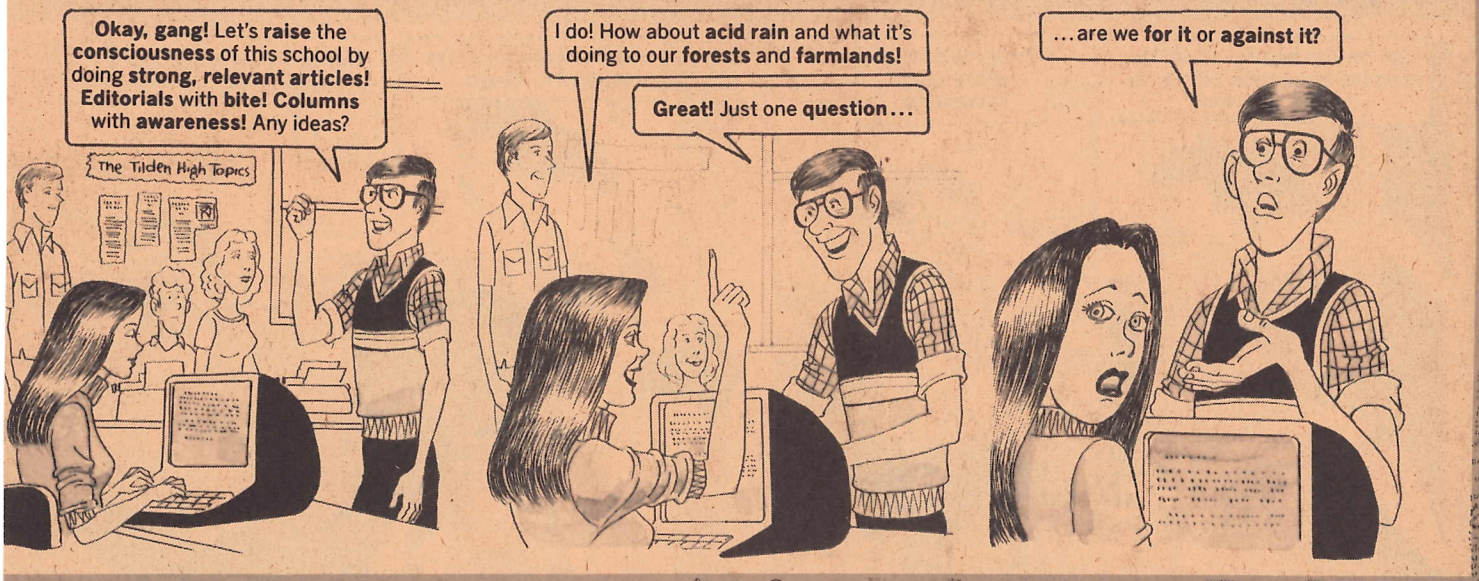

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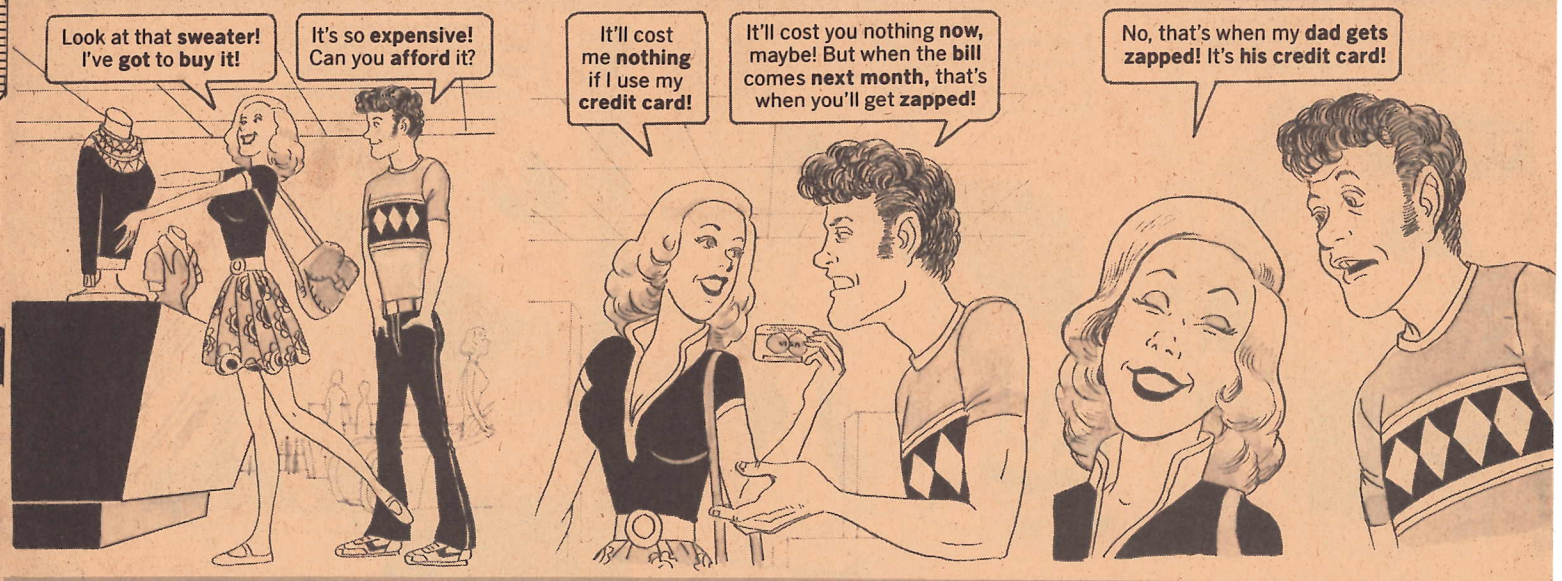
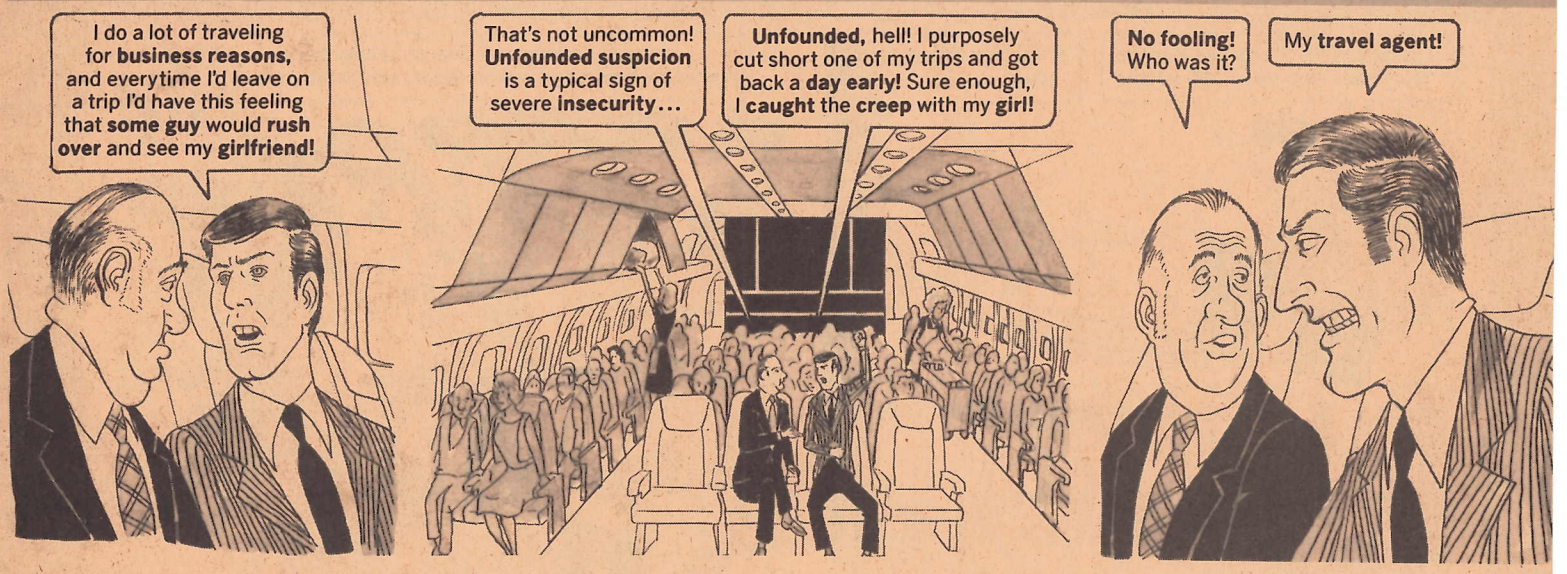


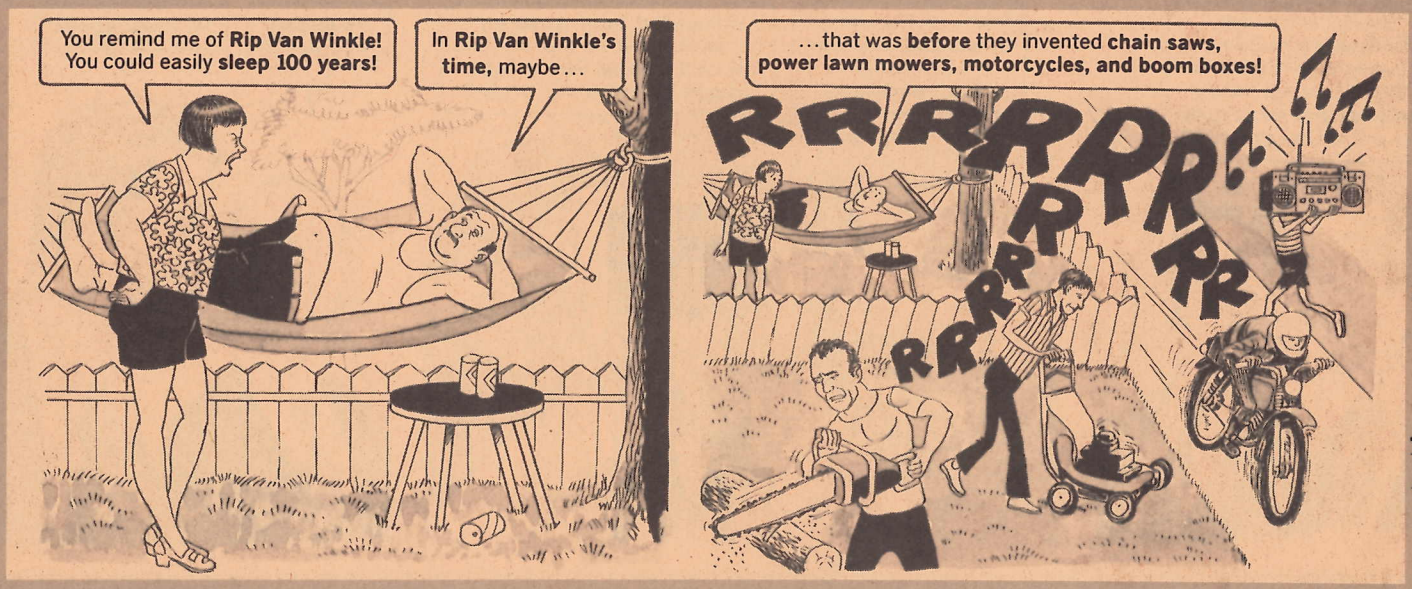
TRAVEL



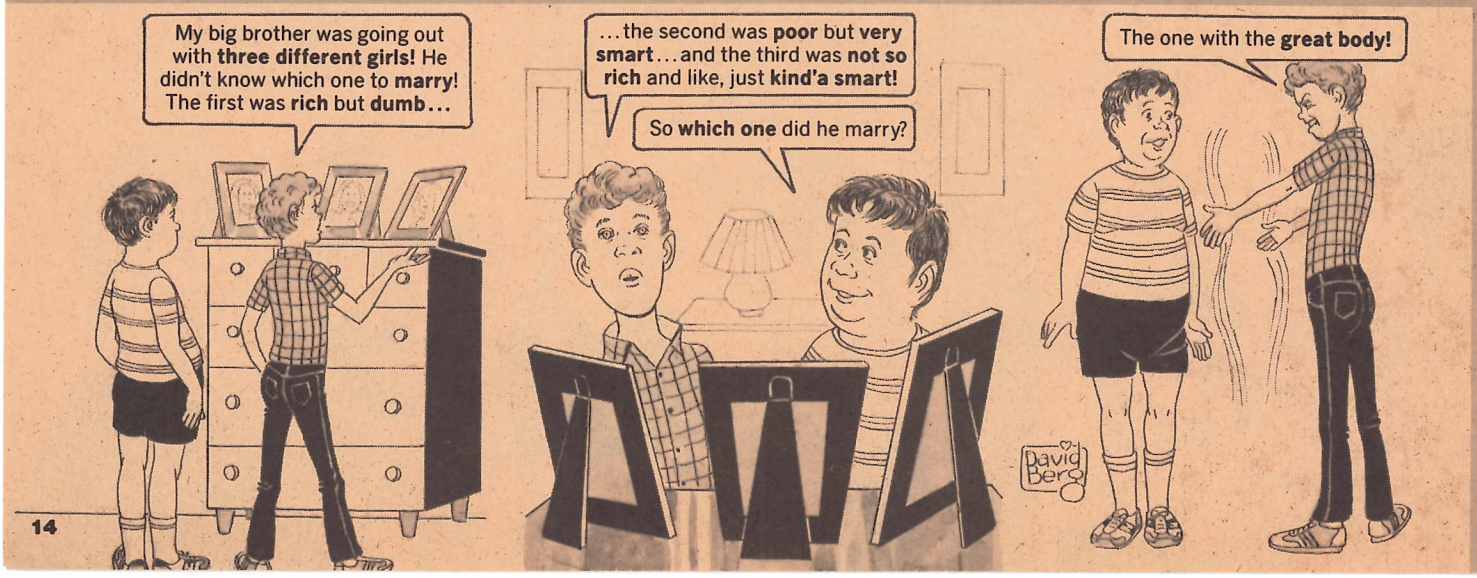
SOCIAL ACTIVITY

PERSUASION

SLEEP

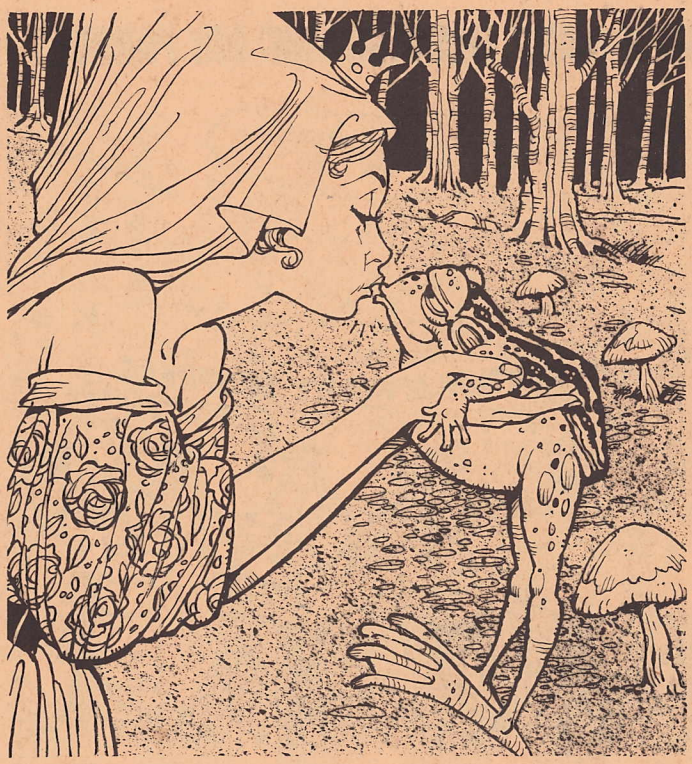


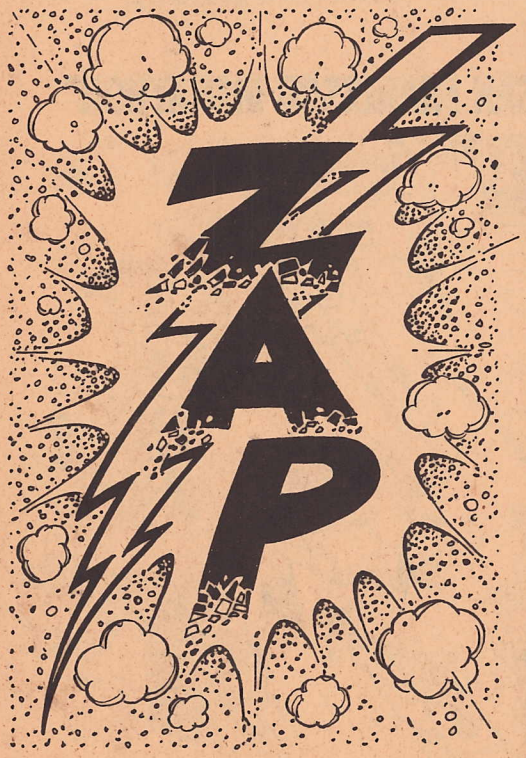
CHOICES



GRIMM SHOT DEPT.

A FAIRY TALE WE'D LIKE TO SEE





ARTIST: BOB JONES WRITER: JOHN RIOS

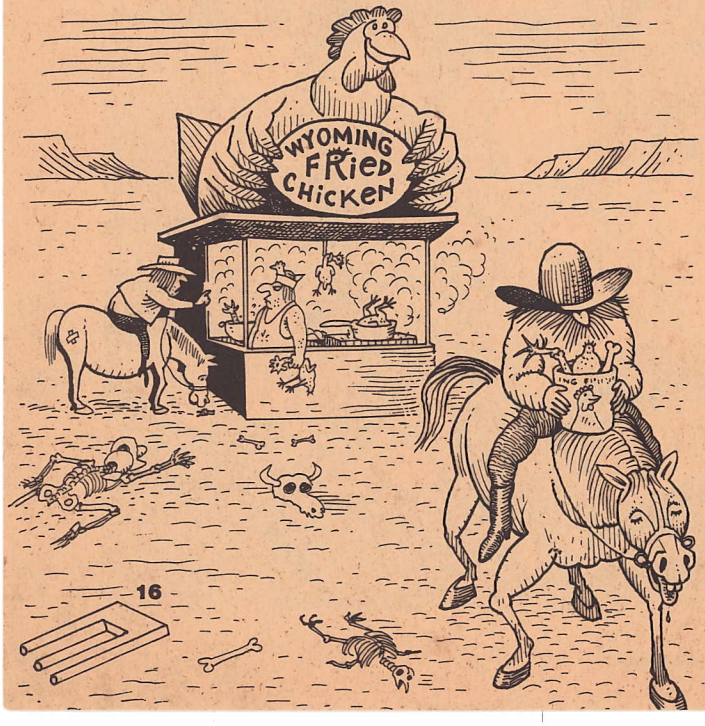
INITIAL RETRACTION DEPT.

A MAD LOOK AT SOME NOT-SO-FAMOUS FIRS

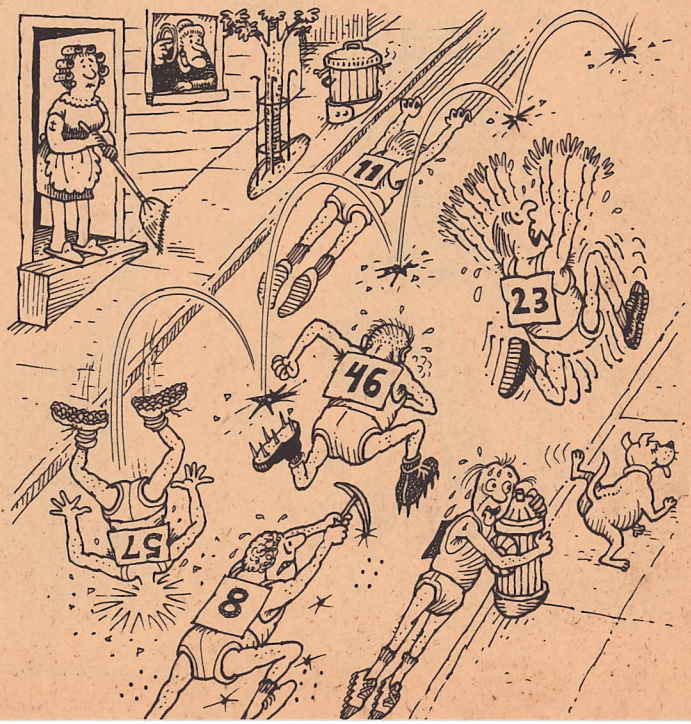
"THE K-MART THANKSGIVING DAY PARADE"

"SMOKEY THE SNAKE"

"WYOMING FRIED CHICKEN"



"THE SAN FRANCISCO MARATHON"



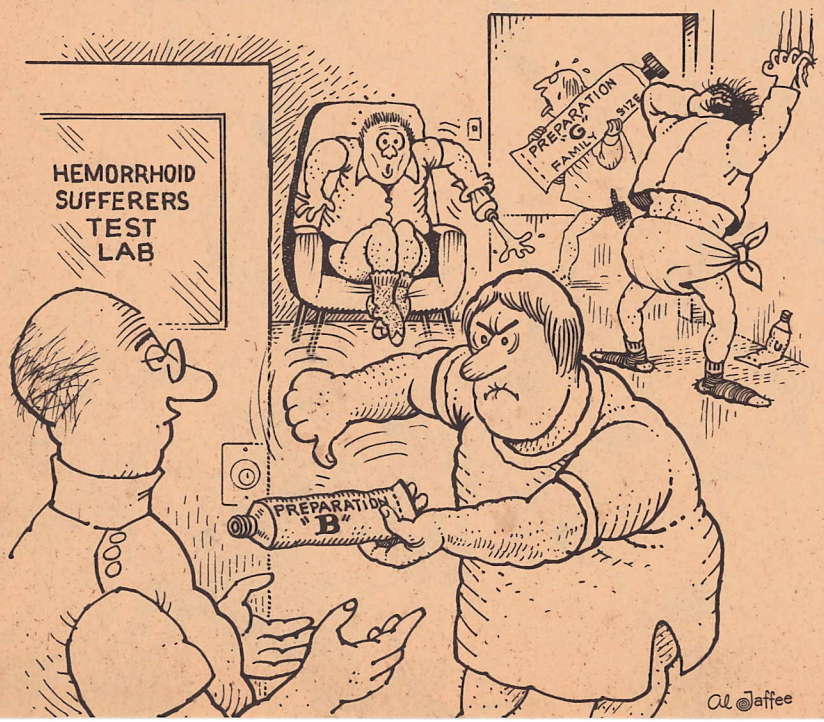
T ATTEMPTS

ARTIST: AL JAFFEE WRITER: MIKE SNIDER

"ABC'S 'WIDE WORLD OF WEATHER'"

"MINIATURE POLO"

"PREPARATIONS 'A THROUGH 'G'"



"OYSTER McNUGGETS"

GOONS, THEY KN

sung to the tune o

I sit down . . . at the *tube to-night*—
The *wrest-l-ers there,*
they *punch* and *trample* and *bite!*
It's *all set up*
before the *match* has *be-gun*—
They *take* the *money* and *run*
Yes, *goons,* they *know* how it's *done!*

The fans scream . . . like they're *out for blood!*
It's *Cap-tain Lou* bad-mouthin'
Big John Studd!
Sarge Slaughter shouts—
"Hey! I am *second* to *none!*"
Their *act,* a *bit over-done*—
Still, *goons,* they *know* how it's . . .

OW HOW IT'S DONE!

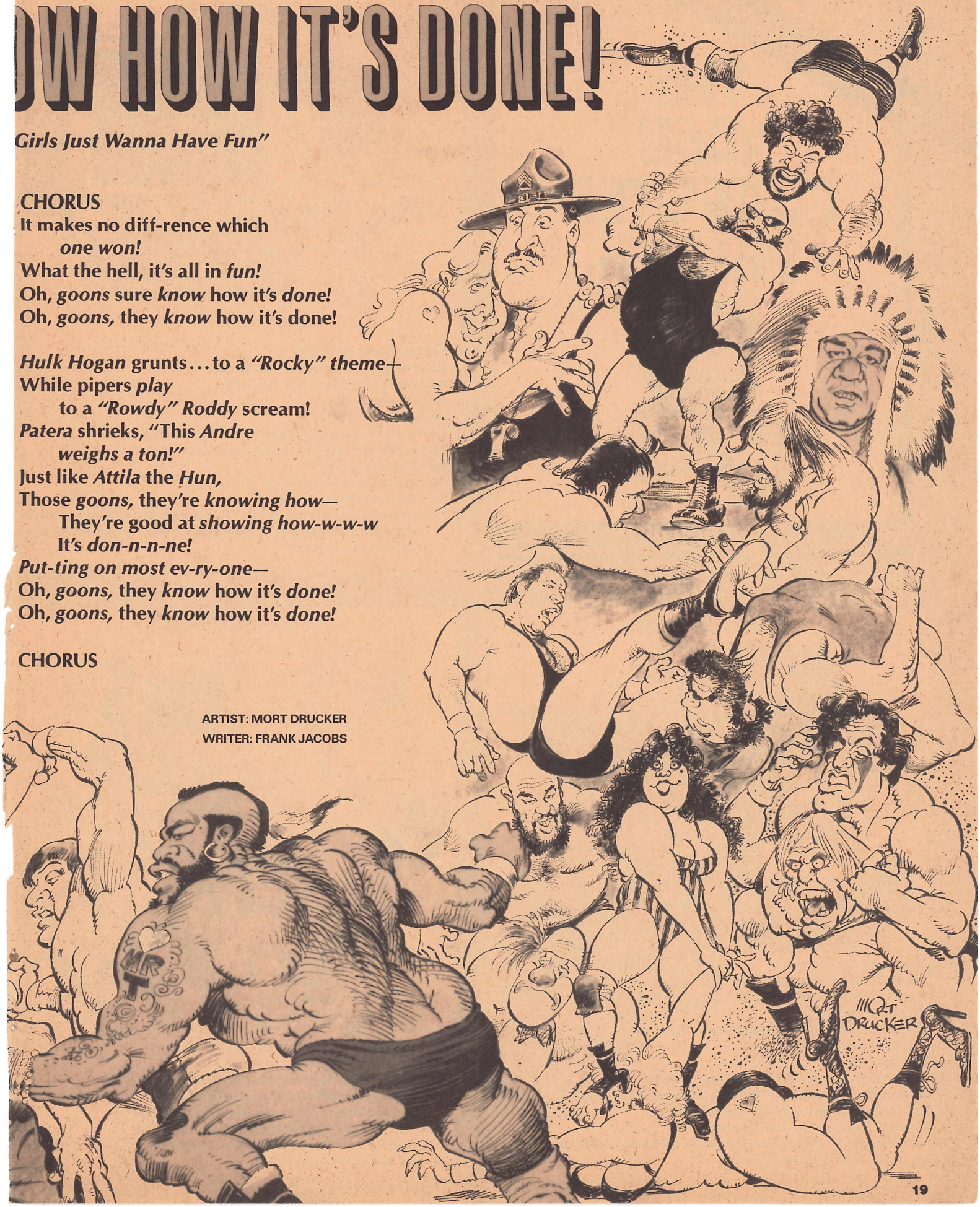
Girls Just Wanna Have Fun"

CHORUS
It makes no diff-rence which
one won!
What the hell, it's all in *fun!*
Oh, *goons* sure *know* how it's *done!*
Oh, *goons,* they *know* how it's done!

Hulk Hogan grunts... to a *"Rocky" theme*—
While pipers *play*
to a *"Rowdy" Roddy* scream!
Patera shrieks, "This *Andre*
weighs a ton!"
Just like *Attila* the *Hun,*
Those *goons,* they're *knowing how*—
They're good at *showing how-w-w-w*
It's *don-n-n-ne!*
Put-ting on most ev-ry-one—
Oh, *goons,* they *know* how it's *done!*
Oh, *goons,* they *know* how it's *done!*

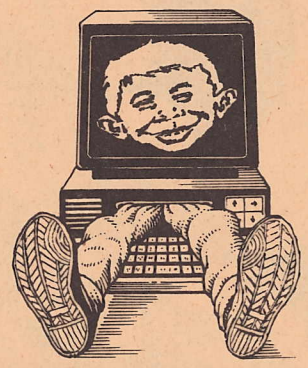
CHORUS

ARTIST: MORT DRUCKER
WRITER: FRANK JACOBS



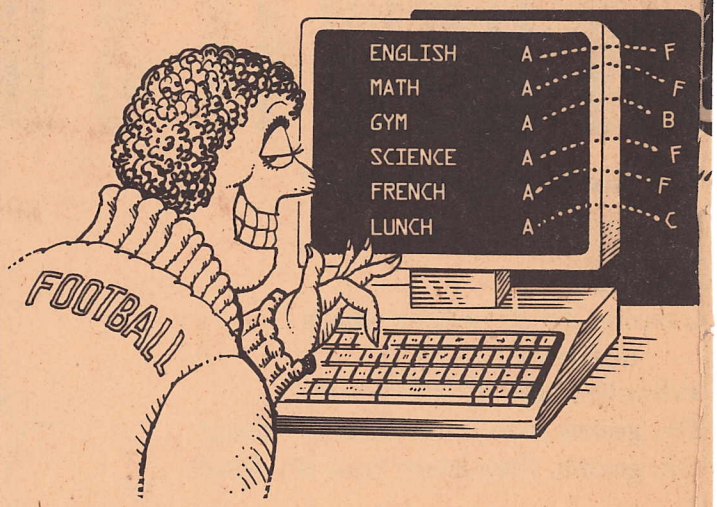
SPECIAL COMPUTER SECTION STARTS HERE!!

THE MAD COMPUTER PRIMER



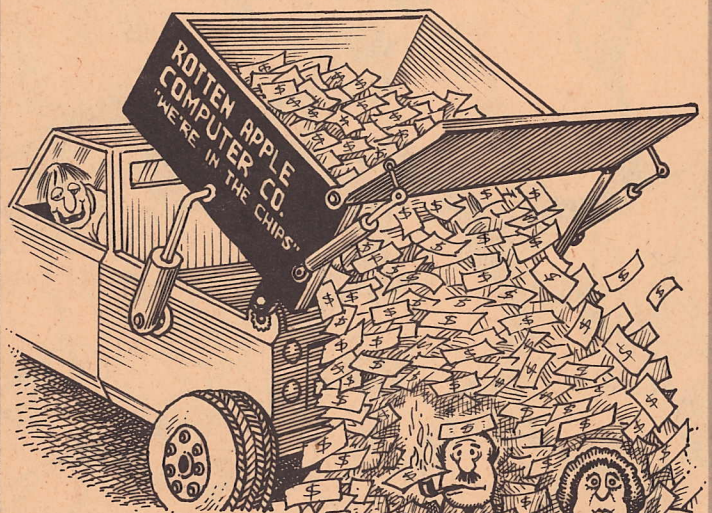
ARTIST: AL JAFFEE WRITER: JOHN BONI

CHAPTER ONE



See the *computer expert!*
He spends *all his time* at his computer.
He doesn't spend *any time* studying.
He can't do *math.*
He can barely *read.*
He thinks Huckleberry Finn is a new *ice cream flavor.*
Yet he gets *straight "A's"* in *all* his *courses.*
How does he do this?
Because of his *expertise* with the *computer?*
Yes—but not the way *you think!*
He doesn't have to learn his *subjects.* He's learned something *more important!* Mainly, how to *change his grades* by tapping into the *school's computer!*

CHAPTER FOUR

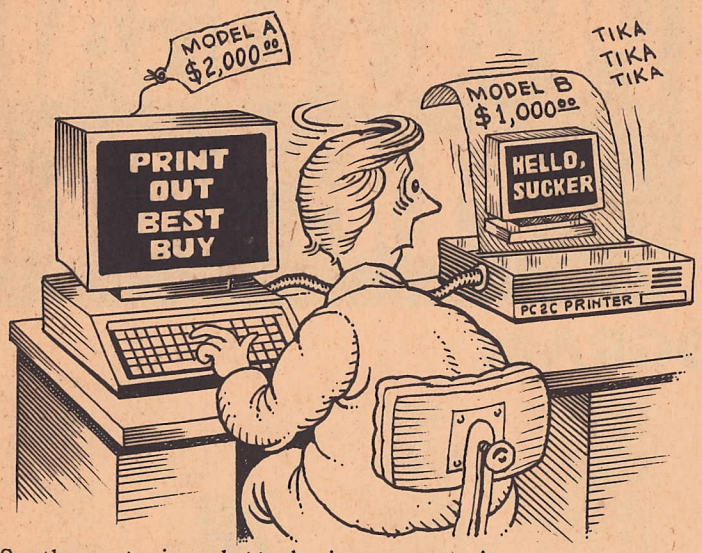


See the *worried parents!*
Their son doesn't have friends.
He never listens to rock music.
All he does is *compute!*
His skin is the color of his room's wallpaper.
His hair has living things in it.
He is a *nerd!*
They are *embarrassed* by their son, the nerd!
Fifteen years later he will *invent* a *fabulous computer.*
But his parents will *still* have problems!
Because their son will still be a *nerd?*
No! Because they'll still have problems *spending all the money* his company makes!

CHAPTER FIVE

See the *novelist* at work on his *word processor!*
See his *faithful dog,* Fang.
The novelist is *struggling* to write a *difficult chapter.*
Fang is *struggling* through the *computer cord.*
The novelist finally completes the *difficult chapter.*
Fang finally bites through the *computer cord.*
The novelist's difficult chapter *disappears forever!*
So does his faithful dog, Fang!

CHAPTER TWO

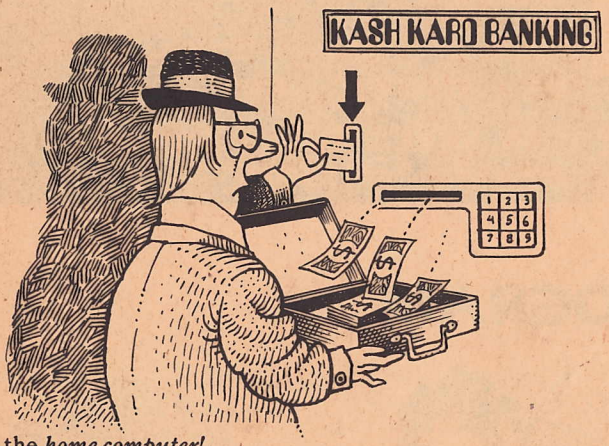


See the *comparison shopper* buying a computer!
He made phone calls.
He talked to friends.
He analyzed the specifications.
He made an intelligent selection.
He only spent two thousand dollars.
The day after he bought his computer, the company came
out with a *new model!*
Twice as powerful!
Half the price!
See the comparison shopper comparison *shopping again.*
This time for a *stomach specialist* to help him with his *ulcer!*

CHAPTER THREE

See Norman with his *computer!*
See Norman's wife *without* Norman.
Norman's wife *loves Norman.*
She *doesn't love* his *computer.*
Norman spent *more time* with his *computer* than with his *wife.*
They fought about it a lot.
Then the problem was *solved.*
Norman's wife learned to *love computers* too.
Through a *computer dating service,* she found herself a great
boyfriend!

CHAPTER SIX



See the *home computer!*
It only costs seven hundred dollars.
See the man who has withdrawn seven hundred dollars from his bank
to *buy that computer.*
Then he learned that price doesn't include the printer.
Nor does it include the printer paper.
It doesn't include the ribbons.
Or the connector cable.
Ditto the monitor, the software, the disks,
the dust cover, or the surge suppressor.
It doesn't include two hours instruction.
All that *extra stuff costs extra.*
See the man at the *bank.*
He's quickly becoming a *computer expert!*
With the *home computer* he bought?
No, with the *bank computer* he uses to make all his *withdrawals!*

CHAPTER SEVEN

See the *computer hacker!*
He had *fun* tapping into banks, schools and data bases.
He had *fun* changing things around.
He had *fun* changing some patient's *prescription* in a *hospital computer* and sent the patient into a *coma.*
Now the hacker's having fun in *prison!*
How come?
He's still *computing!* How many days are there in a *ninety year sentence!?*

DICK DePT.

PRACTICAL FOR NORM

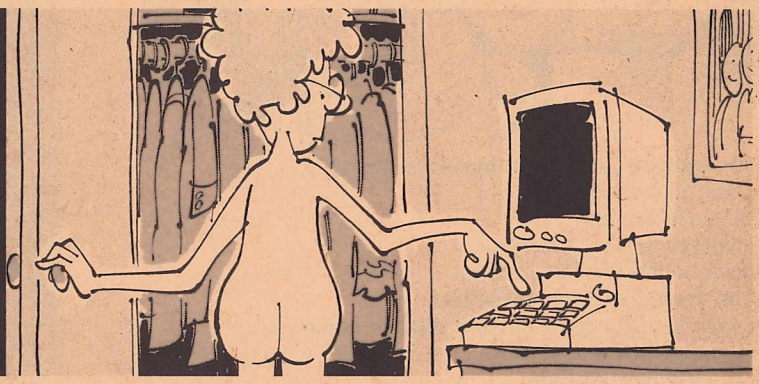
There are thousands of programs on the market that are supposed to be a boon to the home computer user. But come on! How many times do you need a merge mail program? Or a 48 column worksheet? If companies really want everyone to buy a home computer, then how about some...

THE "WHAT I WORE" PROGRAM

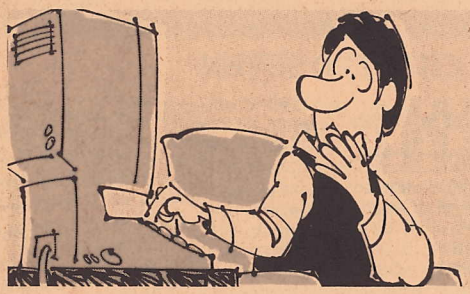
OUTFIT: blue blouse and grey skirt

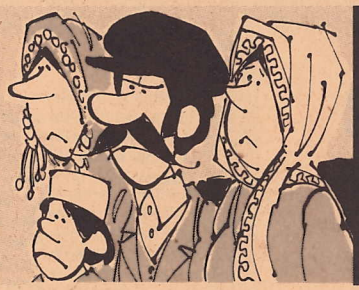
WORN: 3/1 Bernie's party, 3/3 school, 3/8 school, 3/11 date with Nick

OUTFIT NEVER SEEN BY: Terry's parents, the bowling team, the Nickersons



THE "NEVER REPEAT A JOKE" PROGRAM





JOKE: the one about the elephant and the ant

TOLD: the family, Bruce, Benny, Geri, no one at camp

CAN NEVER TELL: anyone of Armenian heritage

THE "DATE TRACKING" PROGRAM

DATE'S NAME: Carol

WHERE WE WENT: The Big Taco restaurant

WHAT WE DID: went back to her house, watched tv, was asked to leave at 11 pm by her old man

WHAT I TOLD OTHERS WE DID: went back to her house, her parents were in Switzerland, stayed the night.

COMPUTER PROGRAMS MAL EVERYDAY USE

ARTIST: PAUL COKER WRITER: DICK DE BARTOLO

THE "USELESS GIFT TRACKING" PROGRAM

GIFT: handmade scarf with cucumbers embroidered on it

FROM/WHEN: grandma/Xmas '82

WHERE IT'S HIDDEN: trunk in attic

CAN BE RE-GIVEN TO: anyone at the office

CAN'T BE RE-GIVEN TO: any family members or the mailman

THE "GOOD PARTY" PROGRAM

FOOD NO ONE TOUCHED: the liver dip

FOOD THEY DEVOURED: Marilyn's crumb cake

NO MORE THAN TWO DRINKS FOR: Dennis, Sylvia

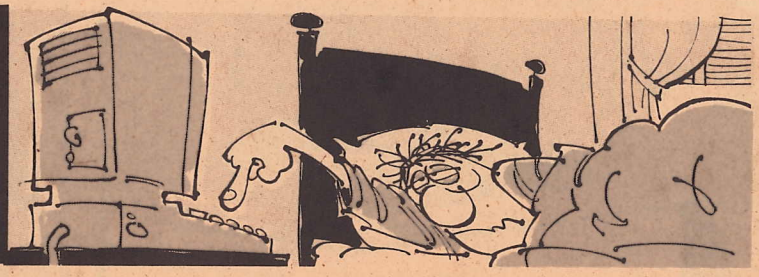
PEOPLE NOT TO SIT NEXT TO EACH OTHER: Lenny/Claire Bernie/Kate, David and anyone.

THE "EXCUSE" PROGRAM

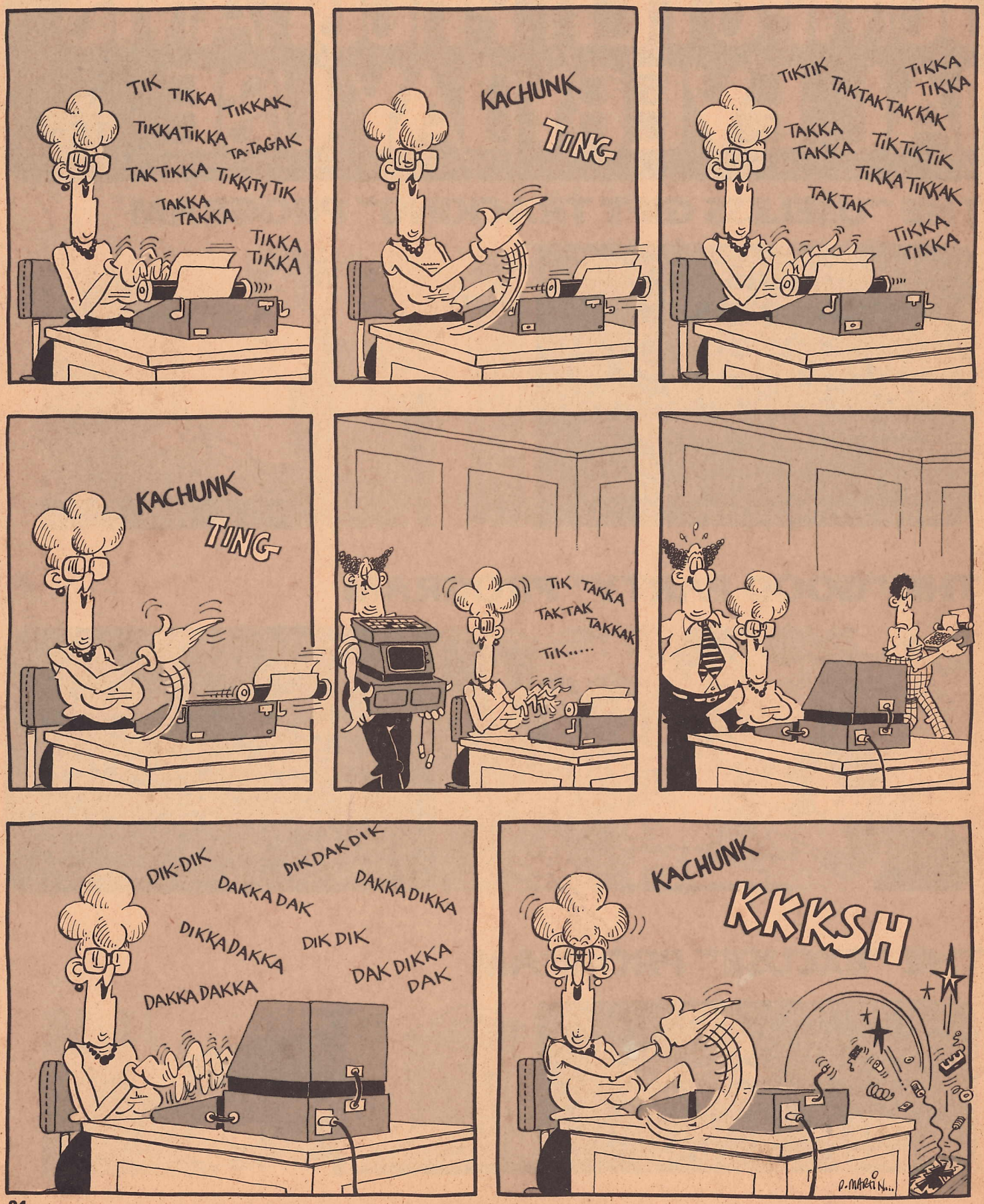
OCCASION: late for work

EXCUSES USED: dead battery (twice) train derailment, sick Aunt Betsy, dead grandmother

AVAILABLE: flat tire, dental emergency, mugging victim



ONE FINE MORNING AT THE OFFICE



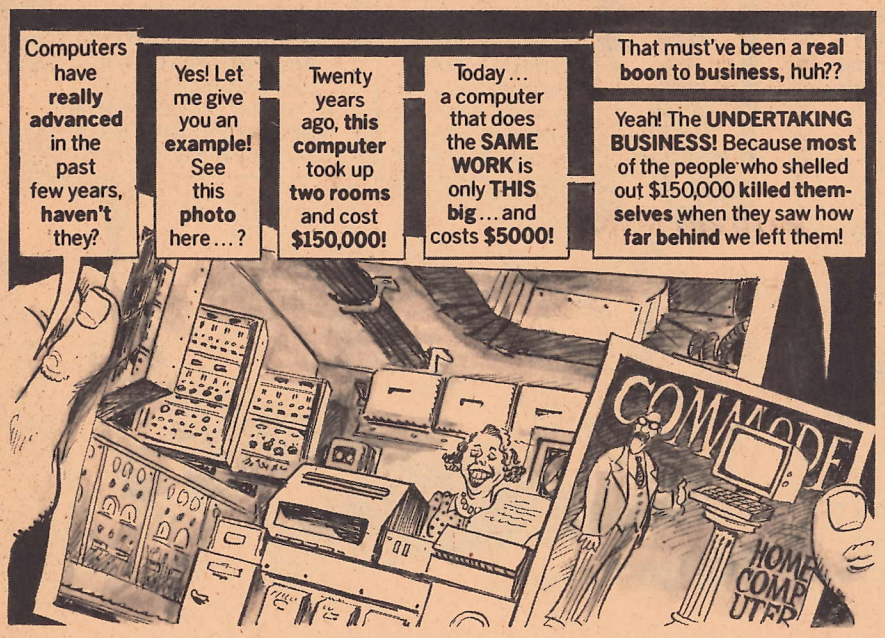
WRITER: SERGIO ARAGONES

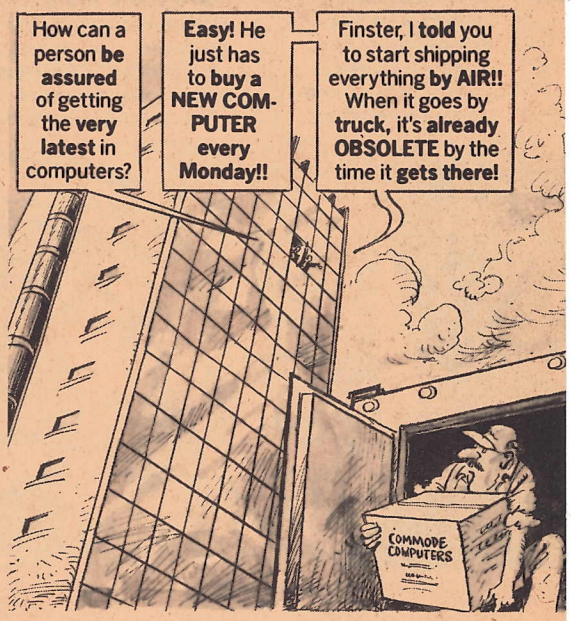
I'm **Rivaldo Jivera,** investigative reporter for ABC's **"20/20"**... here in the living room of **Mrs. Florence Zimmer,** about to show her my **interview** with...

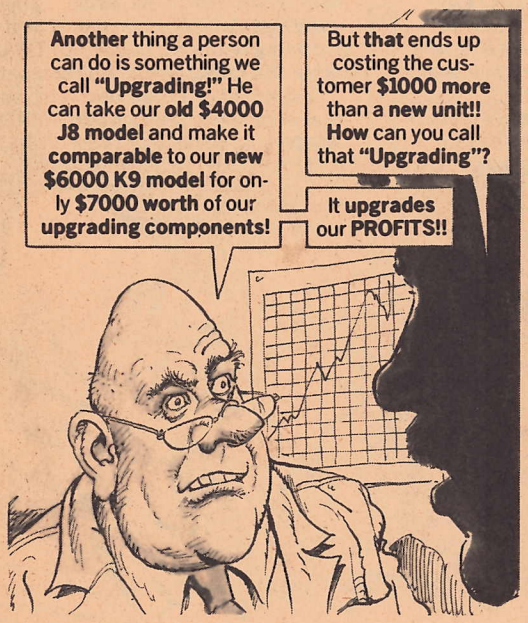
THE COMPUTER COMPANY PRESIDENT OF THE YEAR

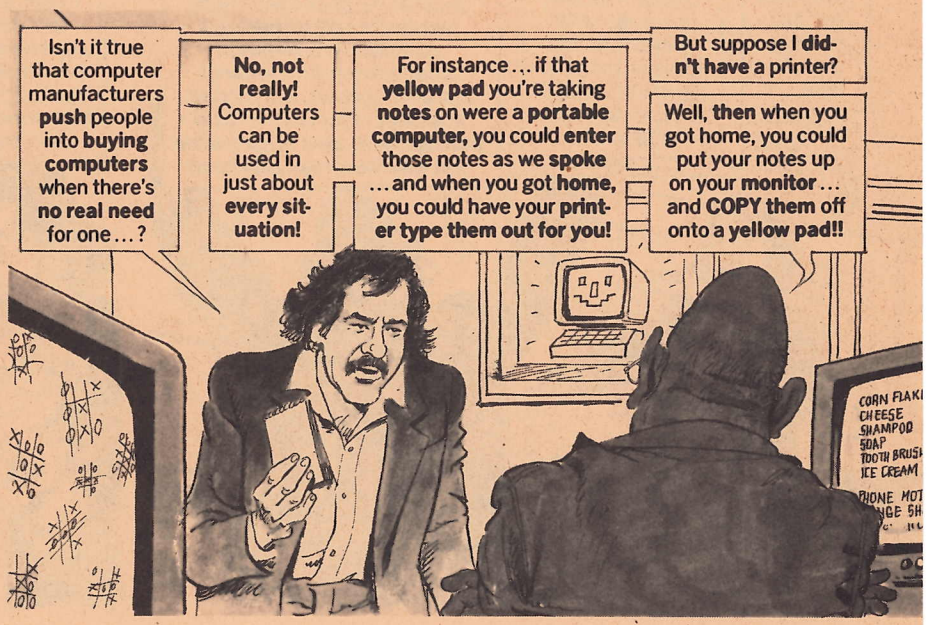
VIDEO ARTIST: HARRY NORTH WRITER: DICK DE BARTOLO

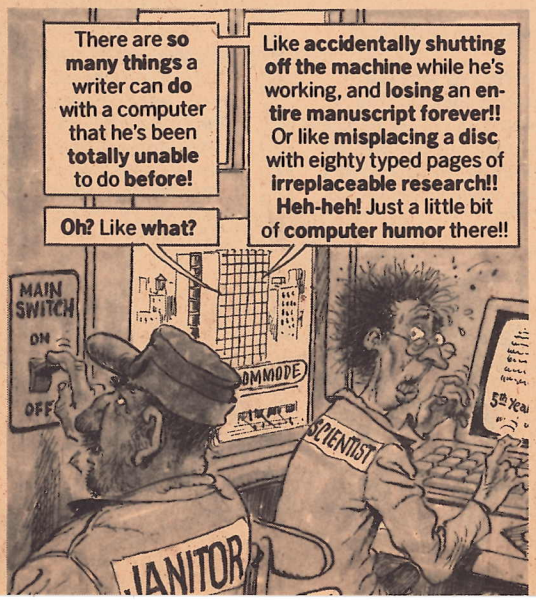
I guess the most important question one can ask about computers is, "Should I own one?"
That's a valid and complicated question! So we developed a new Computer Program to answer that question! All you need do is buy one of our computers, take it home, and then USE our special new Program to find out if you should own a computer or not!!
But... to USE your special Program, I will have ALREADY BOUGHT a computer!!
Yeah, I know!! Listen, almost every Computer Program on the market has a little "BUG" in it! So why should OURS be any different?!
When I read the ads for computers in newspapers and magazines, I see a tremendous range of prices! What is the LOWEST PRICE I'd have to pay for one of your new computers...?
You can buy our "Super Stripped 21-A" basic model for only $200!
And what can I do with that machine?
You can turn it on and watch the little red light!
And that's it...?!?
Well, yeah! For $200, that's it!!
But by adding a monitor, a disc drive, a printer and some special Computer Programs... you'll really HAVE something...!!
Exactly WHAT will I HAVE??
A bill... for about two grand!
LEIGH'S Computers
CONTROL D CALLING WARM BOOT... COME IN, WARM BOOT
BONI - Sasha II
Go on, Dr. Byte... you were giving us a computer Primer!
Basically, a computer consists of three separate items!
The first is HARDWARE!! Hardware is the computer, its monitor, its printer, and its other peripherals!
Second is SOFTWARE! Software is the Programs that make the computer WORK!
And the third is NOWHERE... which is where you'll be if your SOFTWARE isn't compatible with your HARDWARE!!
How does a person make sure that his hardware and his software are compatable??
By making sure the hardware and software are from the same company! By making sure you have all the proper interfaces! And by making sure the salesman demonstrates—IN the showroom—the EXACT combination you are buying!
I understand! And that guarantees it will all work when you get it home!
No, that guarantees a 50/50 CHANCE it will all work when you get it home!
Otherwise... your chances are 1 in 100 it will all work when you get it home!
Let's stop here and take a look at our Research and Development laboratory...!
All I see is a very large telescope!
And that's all we need! We SPY on the other computer companies, and steal their ideas!

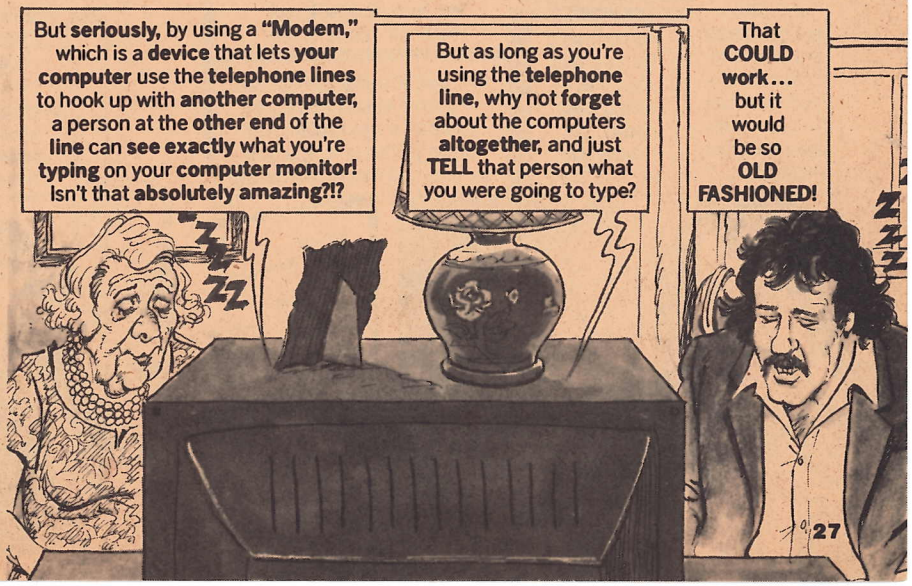

Computers have **really advanced** in the past few years, **haven't** they?
Yes! Let me give you an **example!** See this **photo** here...?
Twenty years ago, **this computer** took up **two rooms** and cost **$150,000!**
Today... a computer that does the **SAME WORK** is only **THIS big**... and costs **$5000!**
That must've been a **real boon** to **business,** huh??
Yeah! The **UNDERTAKING BUSINESS!** Because **most** of the people who shelled out $150,000 **killed themselves** when they saw how **far behind** we left them!
COMMODE
HOME COMPUTER

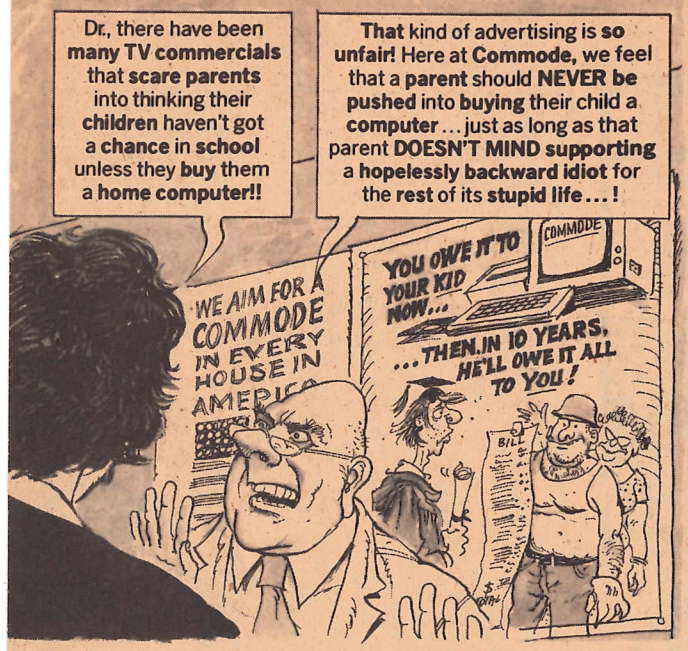

How can a person **be assured** of getting the **very latest** in computers?
Easy! He just has to **buy a NEW COMPUTER every Monday!!**
Finster, I **told** you to start shipping everything **by AIR!!** When it goes by **truck,** it's **already OBSOLETE** by the time it **gets there!**
COMMODE COMPUTERS

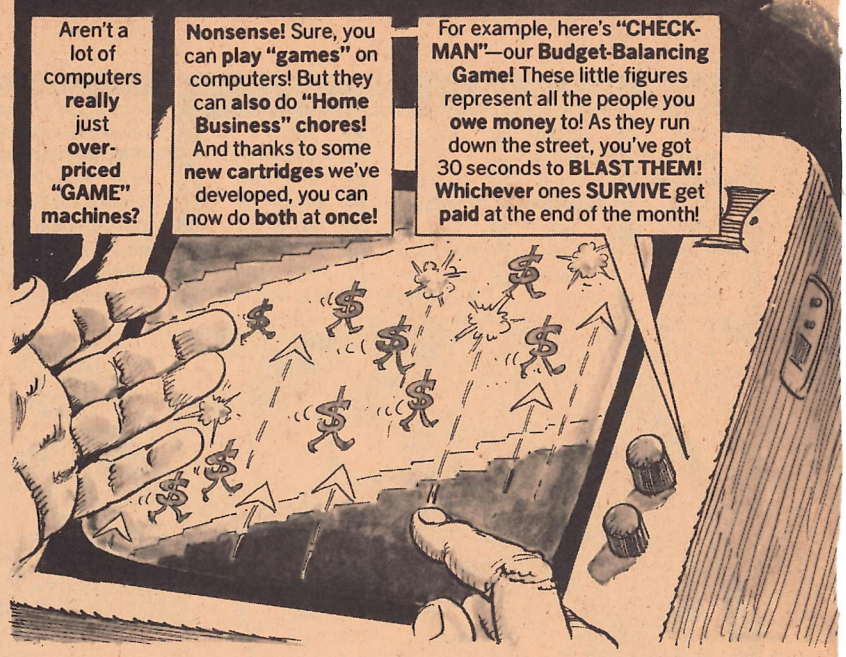

Another thing a person can do is something we call **"Upgrading!"** He can take our **old $4000 J8 model** and make it **comparable** to our **new $6000 K9 model** for only **$7000 worth** of our **upgrading components!**
But **that** ends up costing the customer **$1000 more** than a **new unit!! How** can you call that **"Upgrading"?**
It **upgrades** our **PROFITS!!**

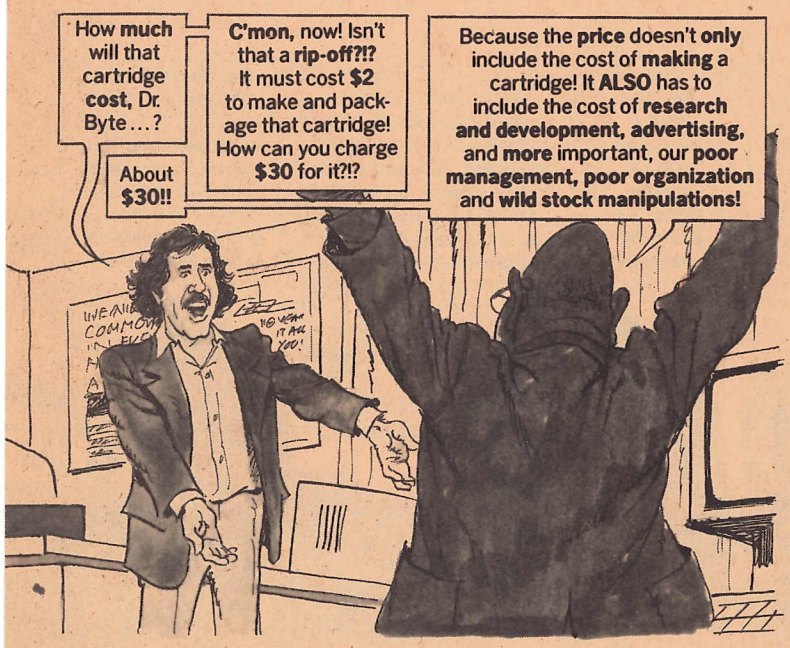

Isn't it true that computer manufacturers **push** people into **buying computers** when there's **no real need** for one...?
No, not really! Computers can be used in just about **every situation!**
For instance... if that **yellow pad** you're taking **notes** on were a **portable computer,** you could **enter** those notes as we **spoke** ...and when you got **home,** you could have your **printer type them out for you!**
But suppose I **didn't have** a printer?
Well, **then** when you got home, you could put your notes up on your **monitor**... and **COPY them** off onto a **yellow pad!!**
CORN FLAKES
CHEESE
SHAMPOO
SOAP
TOOTH BRUSH
ICE CREAM

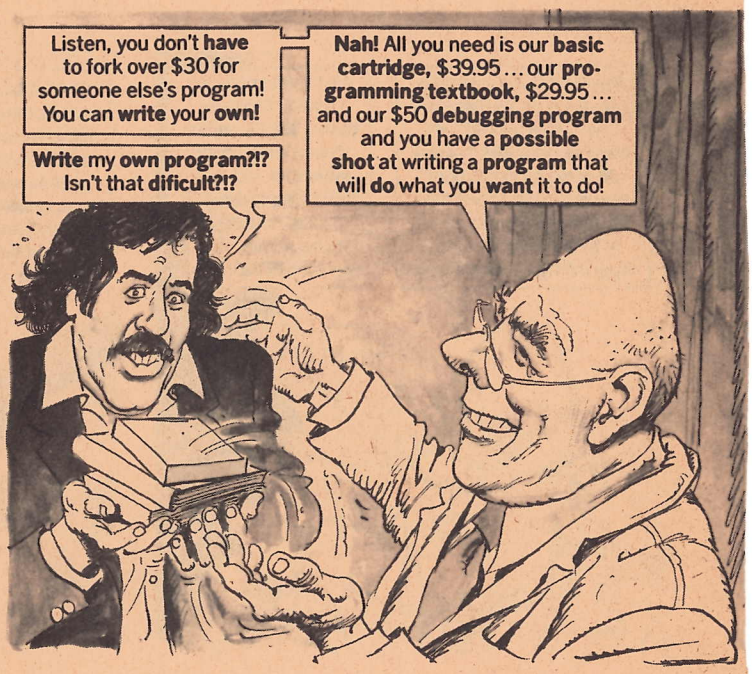

There are **so many things** a writer can **do** with a computer that he's been **totally unable** to do **before!**
Like **accidentally shutting off the machine** while he's working, and **losing** an **entire manuscript forever!!** Or like **misplacing** a **disc** with eighty typed pages of **irreplaceable research!! Heh-heh!** Just a little bit of **computer humor** there!!
Oh? Like **what?**
MAIN SWITCH
ON
OFF
COMMODE
SCIENTIST
JANITOR

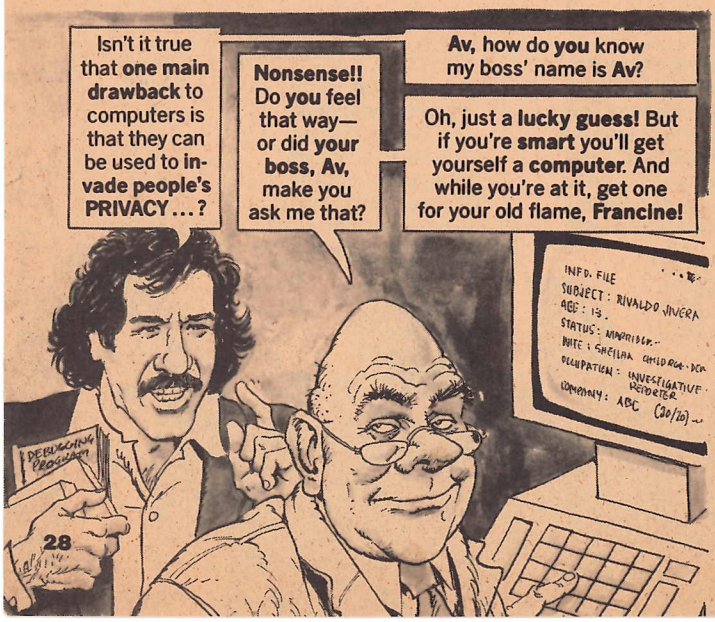

But **seriously,** by using a **"Modem,"** which is a **device** that lets **your computer** use the **telephone lines** to hook up with **another computer,** a person at the **other end** of the **line** can **see exactly** what you're **typing** on your **computer monitor!** Isn't that **absolutely amazing?!?**
But as long as you're using the **telephone line,** why not **forget** about the computers **altogether,** and just **TELL** that person what you were going to type?
That **COULD work...** but it would be so **OLD FASHIONED!**
ZZZZ

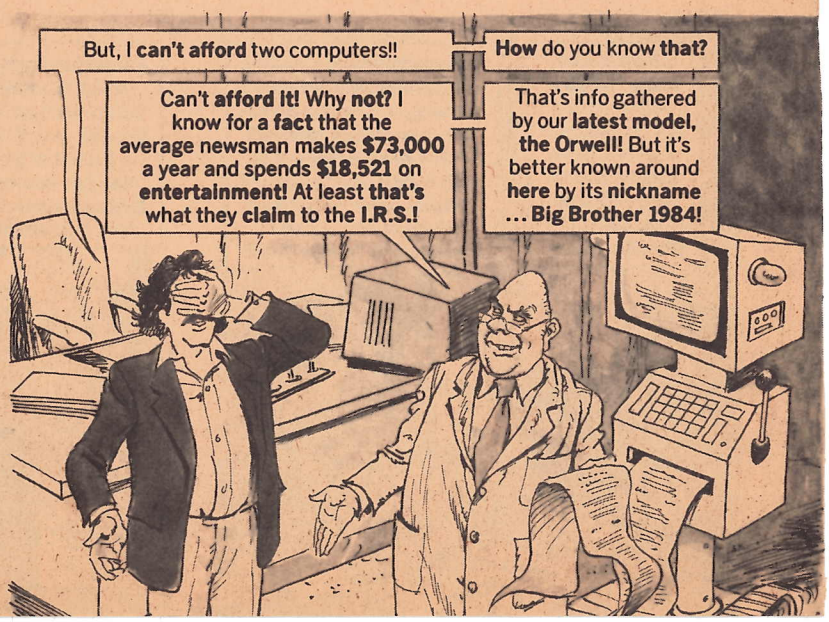

Dr., there have been many TV commercials that scare parents into thinking their children haven't got a chance in school unless they buy them a home computer!!
That kind of advertising is so unfair! Here at Commode, we feel that a parent should NEVER be pushed into buying their child a computer... just as long as that parent DOESN'T MIND supporting a hopelessly backward idiot for the rest of its stupid life...!
WE AIM FOR A COMMODE IN EVERY HOUSE IN AMERICA
YOU OWE IT TO YOUR KID NOW...
...THEN, IN 10 YEARS, HE'LL OWE IT ALL TO YOU!
COMMODE
BILL


Aren't a lot of computers really just over-priced "GAME" machines?
Nonsense! Sure, you can play "games" on computers! But they can also do "Home Business" chores! And thanks to some new cartridges we've developed, you can now do both at once!
For example, here's "CHECK-MAN"—our Budget-Balancing Game! These little figures represent all the people you owe money to! As they run down the street, you've got 30 seconds to BLAST THEM! Whichever ones SURVIVE get paid at the end of the month!


How much will that cartridge cost, Dr. Byte...?
About $30!!
C'mon, now! Isn't that a rip-off?!? It must cost $2 to make and package that cartridge! How can you charge $30 for it?!?
Because the price doesn't only include the cost of making a cartridge! It ALSO has to include the cost of research and development, advertising, and more important, our poor management, poor organization and wild stock manipulations!


Listen, you don't have to fork over $30 for someone else's program! You can write your own!
Write my own program?!? Isn't that dificult?!?
Nah! All you need is our basic cartridge, $39.95... our programming textbook, $29.95... and our $50 debugging program and you have a possible shot at writing a program that will do what you want it to do!

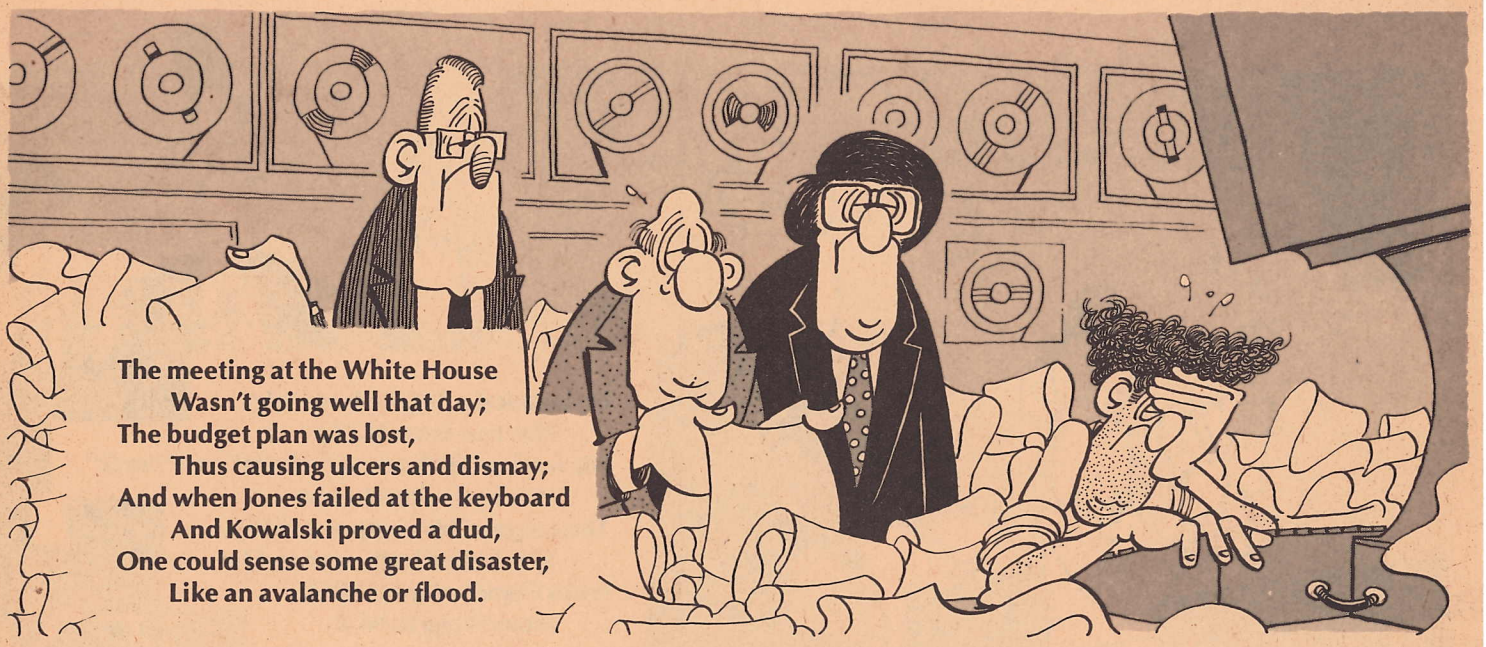

Isn't it true that one main drawback to computers is that they can be used to invade people's PRIVACY...?
Nonsense!! Do you feel that way—or did your boss, Av, make you ask me that?
Av, how do you know my boss' name is Av?
Oh, just a lucky guess! But if you're smart you'll get yourself a computer. And while you're at it, get one for your old flame, Francine!
INFO. FILE
SUBJECT: RIVALDO JIVERA
AGE: 13
STATUS: MARRIED
WIFE: SHEILAA
OCCUPATION: INVESTIGATIVE REPORTER
COMPANY: ABC

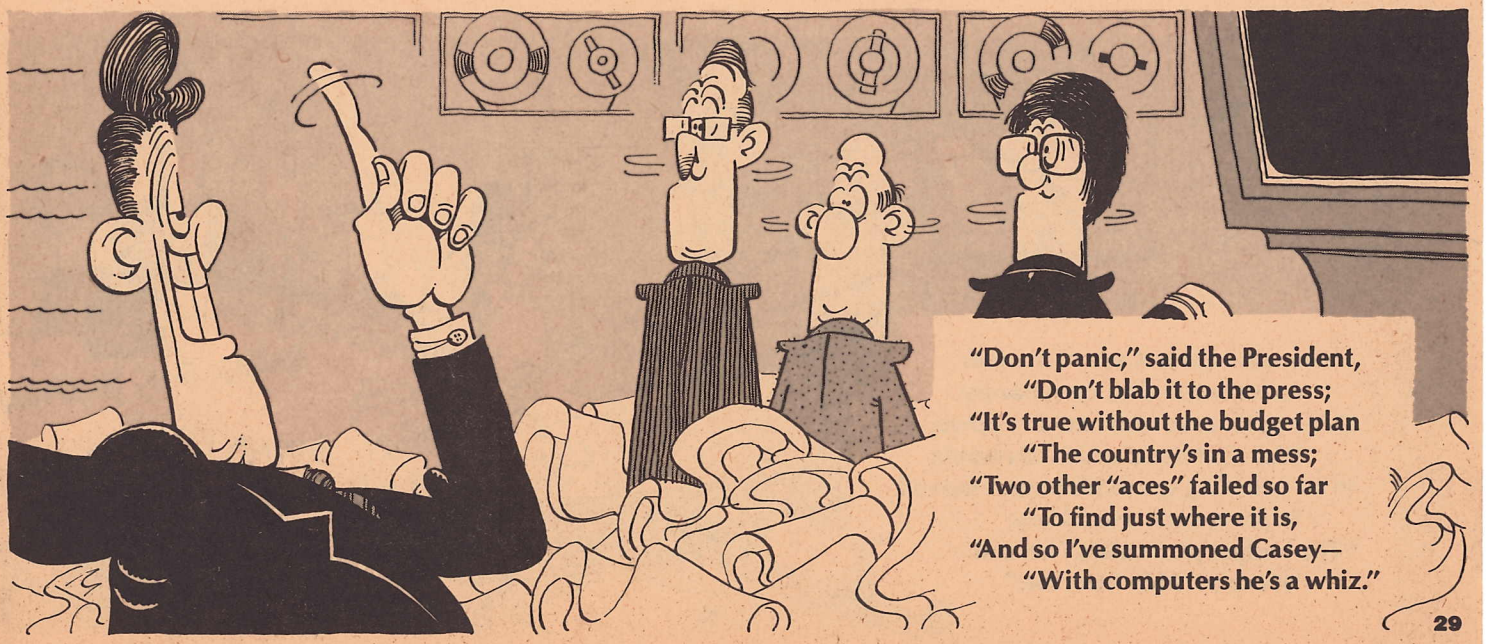

But, I can't afford two computers!!
Can't afford it! Why not? I know for a fact that the average newsman makes $73,000 a year and spends $18,521 on entertainment! At least that's what they claim to the I.R.S.!
How do you know that?
That's info gathered by our latest model, the Orwell! But it's better known around here by its nickname ... Big Brother 1984!

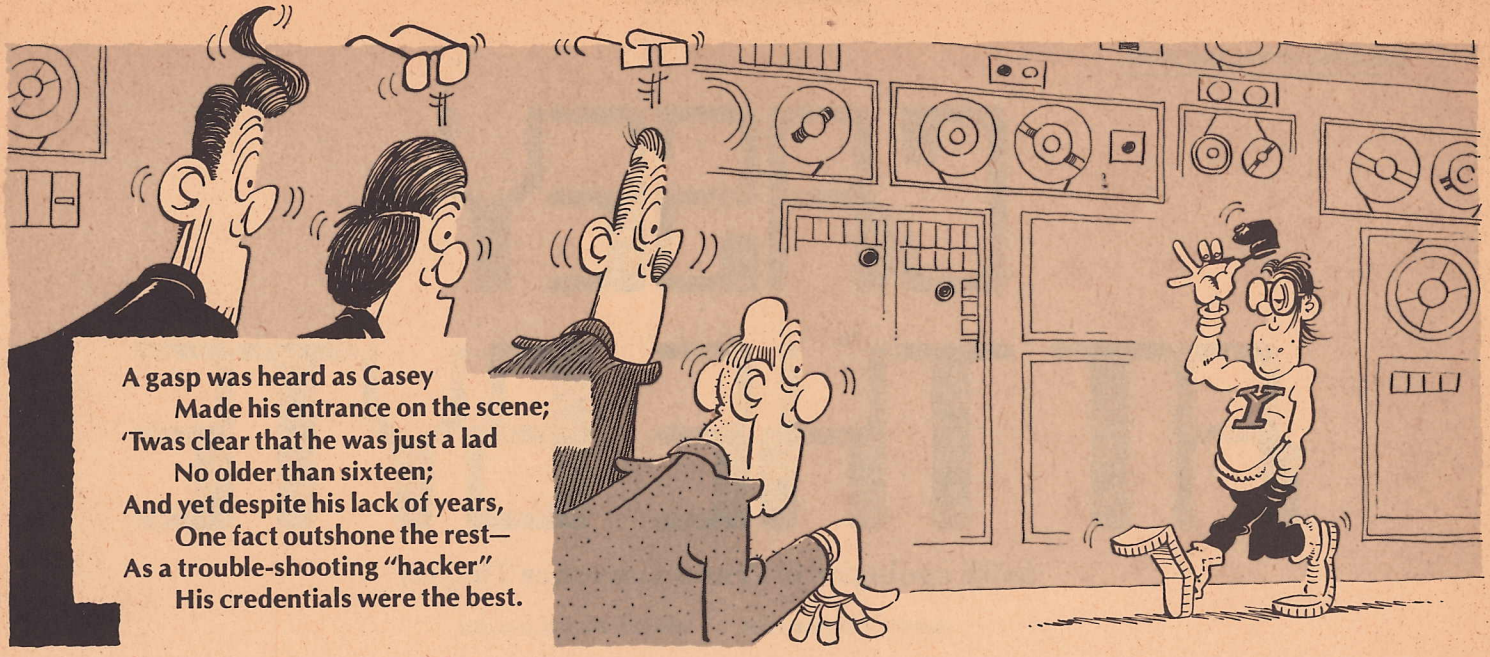
CASEY AT THE BYTE

(with apologies to Ernest Lawrence Thayer)

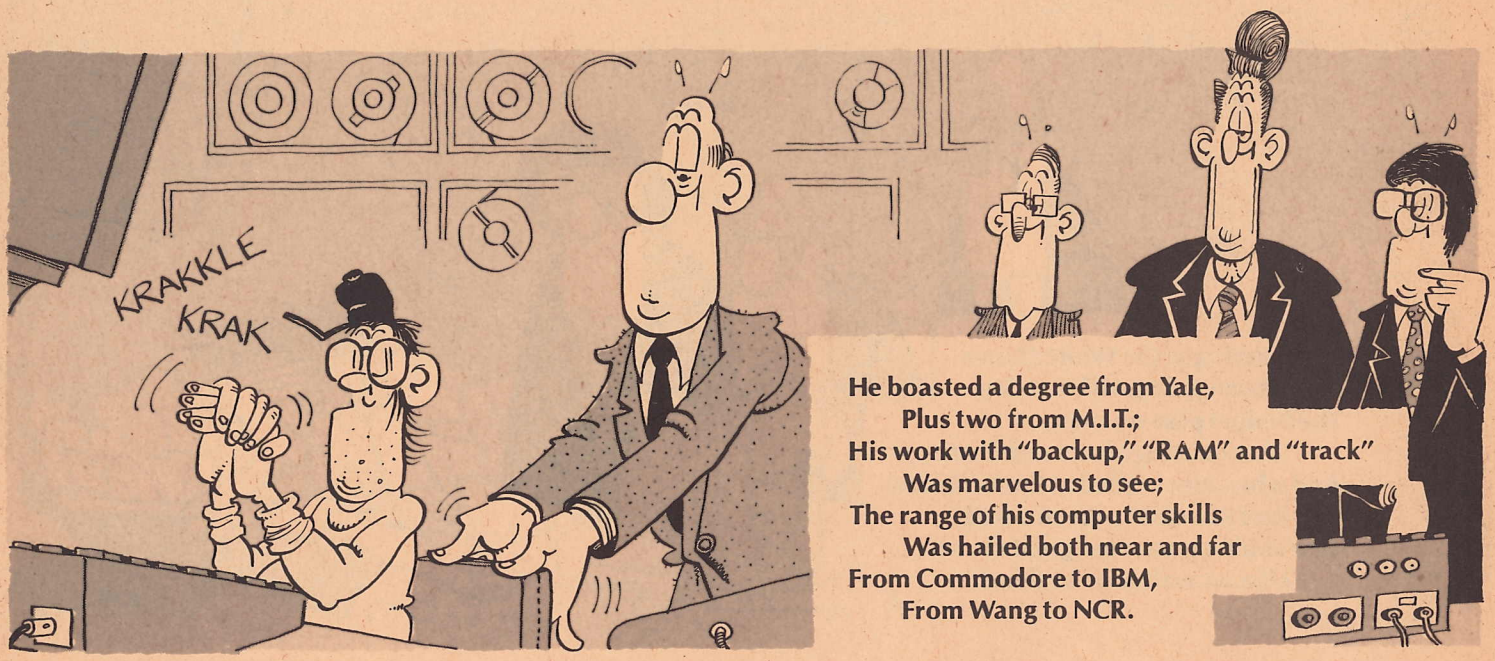
ARTIST: DON MARTIN WRITER: FRANK JACOBS



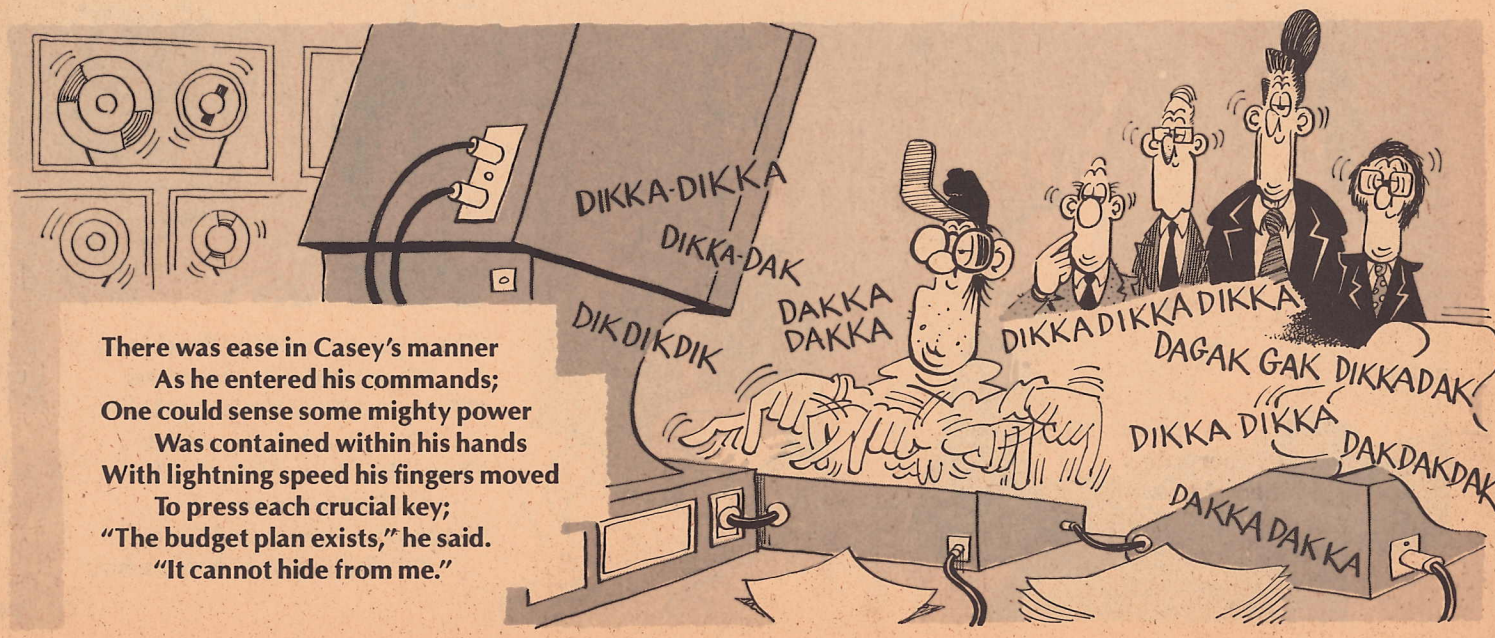




A gasp was heard as Casey
Made his entrance on the scene;
'Twas clear that he was just a lad
No older than sixteen;
And yet despite his lack of years,
One fact outshone the rest—
As a trouble-shooting "hacker"
His credentials were the best.

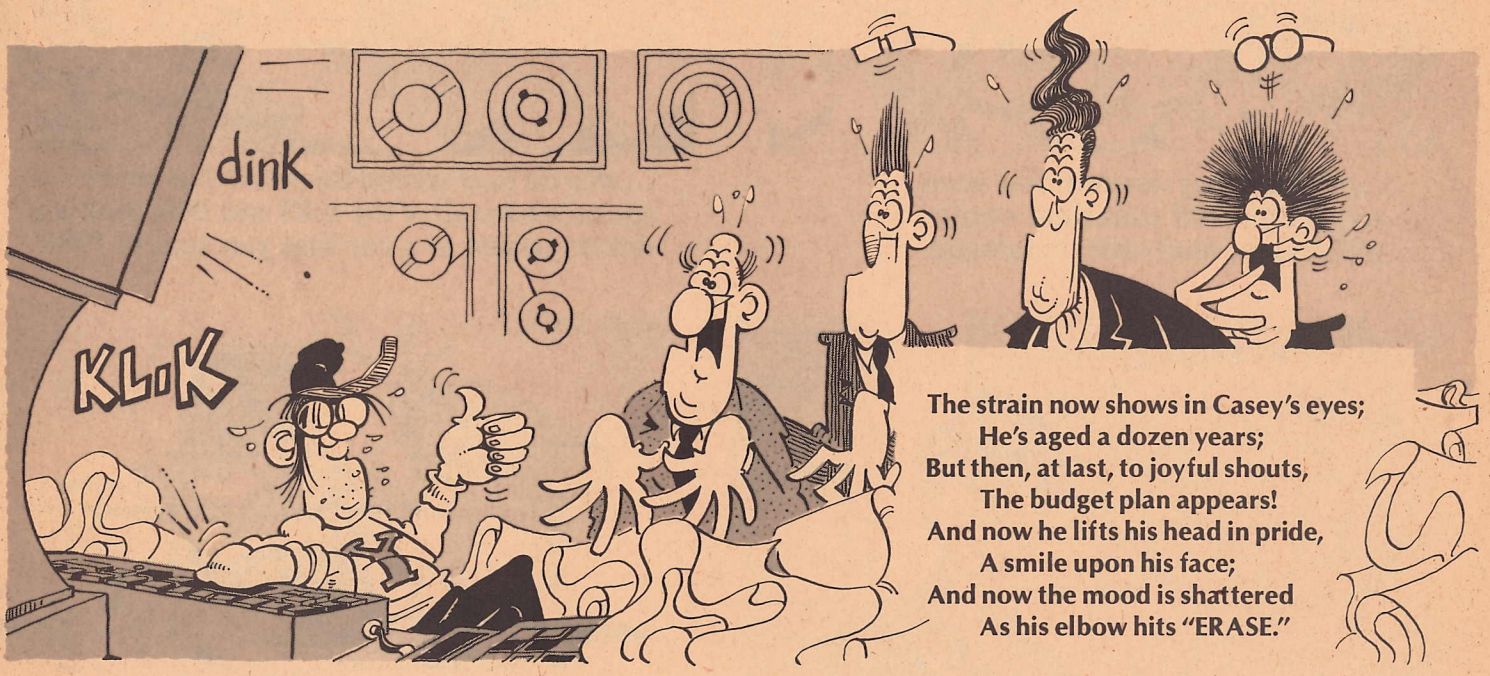


He boasted a degree from Yale,
Plus two from M.I.T.;
His work with "backup," "RAM" and "track"
Was marvelous to see;
The range of his computer skills
Was hailed both near and far
From Commodore to IBM,
From Wang to NCR.

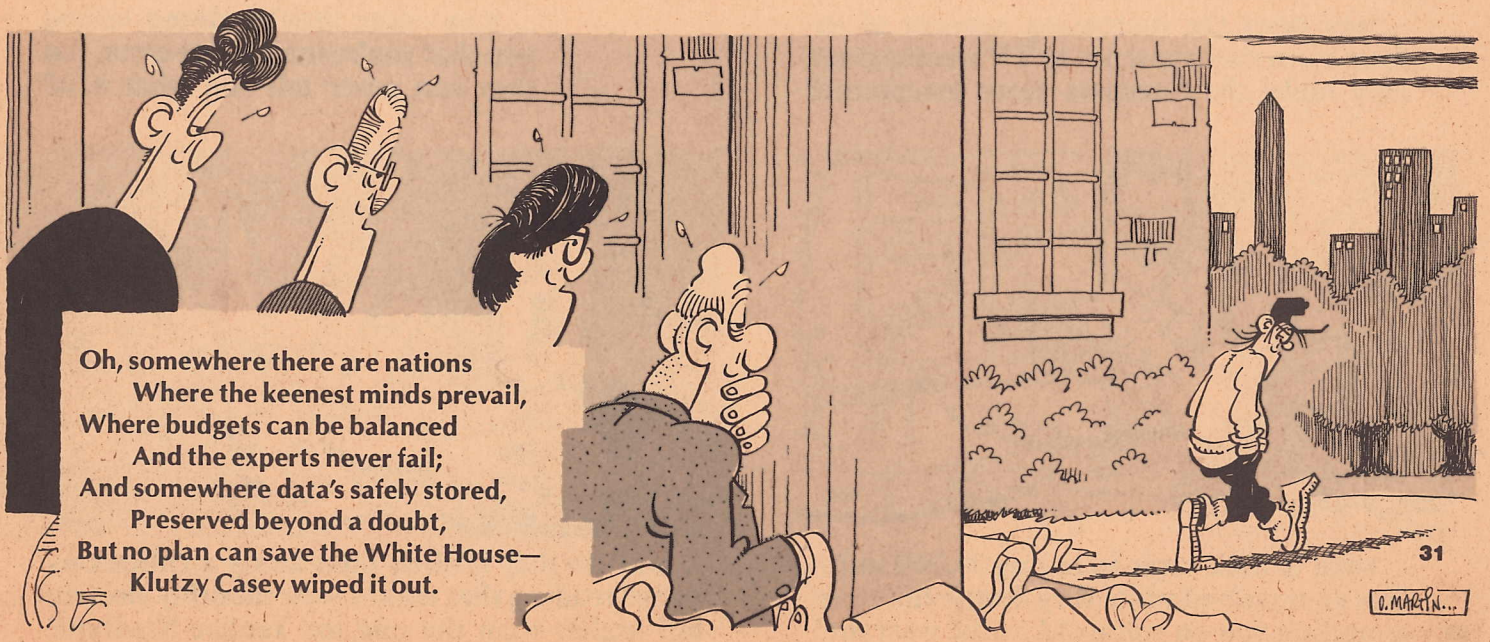


There was ease in Casey's manner
As he entered his commands;
One could sense some mighty power
Was contained within his hands
With lightning speed his fingers moved
To press each crucial key;
"The budget plan exists," he said.
"It cannot hide from me."

With great persistence Casey toiled,
And yet, upon the screen,
No buried data came to light
From in the great machine,
Except for birthday greetings
To a Congressman in Maine,
Two vetos and a slogan
From the '84 campaign.



The strain now shows in Casey's eyes;
He's aged a dozen years;
But then, at last, to joyful shouts,
The budget plan appears!
And now he lifts his head in pride,
A smile upon his face;
And now the mood is shattered
As his elbow hits "ERASE."



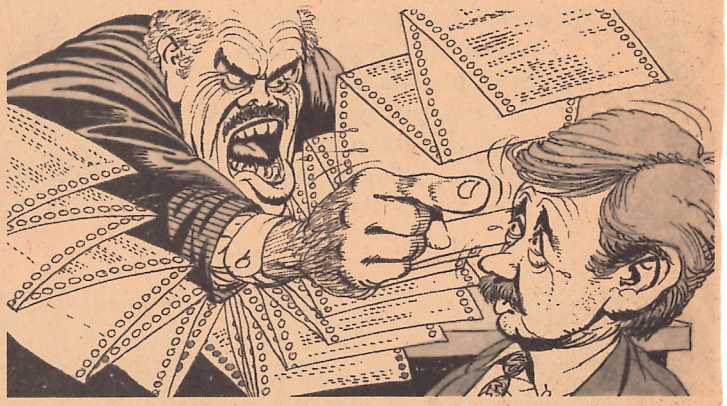
Oh, somewhere there are nations
Where the keenest minds prevail,
Where budgets can be balanced
And the experts never fail;
And somewhere data's safely stored,
Preserved beyond a doubt,
But no plan can save the White House—
Klutzy Casey wiped it out.

TERMINAL ILLNESS DEPT.

We're told that the most miraculous thing about computers is their ability to store and feed back millions of bits of information. But in MAD's opinion, that's not the most miraculous thing about computers. The real miracle is that not one of the millions of facts they have stored away is the correct spelling

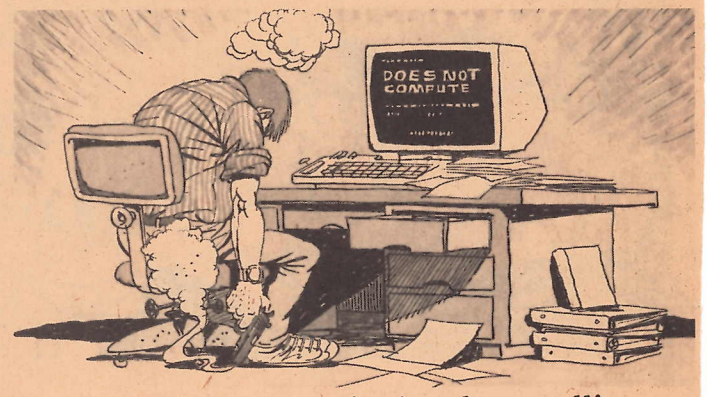
IF COMPUTERS A

...why do they assume you want to receive 800 identical copies of the same mail order catalogue?

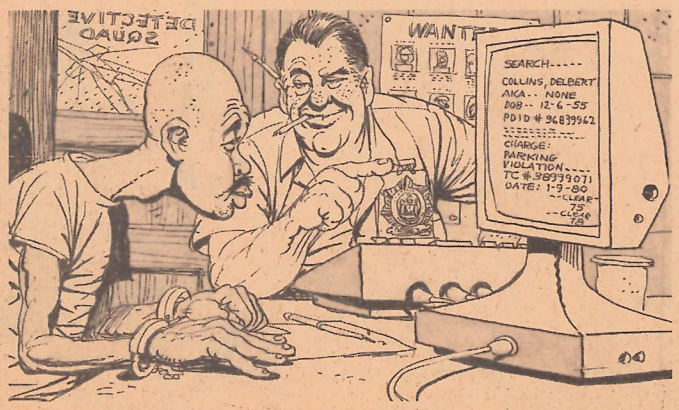


...why do they spread the word that you're responsible for all of the 1983 and 1984 parking tickets issued to a car that you sold in 1981?

...why does the increasing amount of information they spew out to TV weathermen only make the forecasts more inaccurate?



...how come they're always telling you that you're making an error, but they can never tell you what it is?



...what is their logic in letting 14,000 murders go unsolved while they devote full time to nailing you on some old traffic warrant?

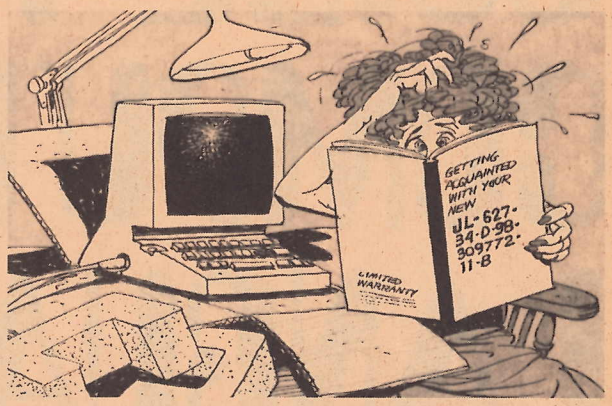
...why do they blithely pass along a ridiculous meter reading that makes your monthly electric bill higher than the one for Yankee Stadium?

of our name, or our accurate address, or a single smidgeon of data about us that is completely right! As each of us wastes hours and hours trying to correct the garble spewed out by some crazed silicon chip, we are bound to wonder how that much stupidity can be produced with such unfailing regularity...

RE SO BRILLIANT...

ARTIST: GEORGE WOODBRIDGE WRITER: TOM KOCH

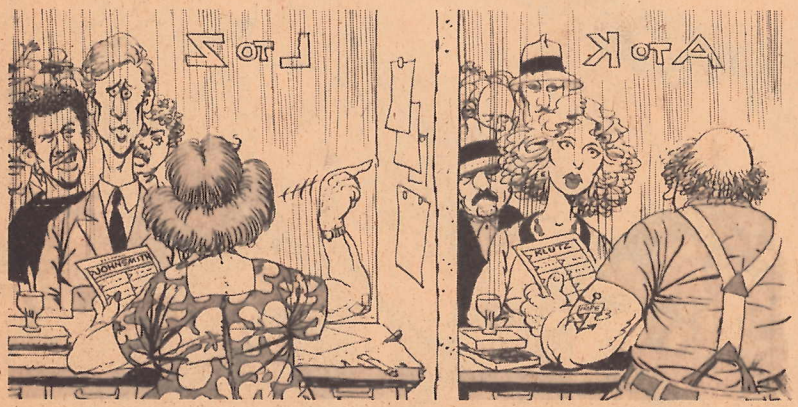
...why can't they report your correct wages to the I.R.S., especially when it's a known fact that the I.R.S. will always believe a computer and assume the taxpayer is lying?



...why can't they find someone to write a computer instruction manual who knows how to put together a simple sentence?

...why do they invariably select the phone numbers of the elderly, the unmarried and the childless to receive their annoying calls about diaper service?

...how do they figure that your bank balance could have dropped from $1,854 to $18.54 during a month you didn't make any withdrawals?



...why do they insist that "JOHNSMITH" is all one word, and must be alphabetized under "J" until its poor owner gets around to acquiring a first name?

...why do companies that install them immediately have to hire lots of extra employees just to correct computer errors?

TAKING A TERM FOR THE WORSE DEPT.

MAD'S GUIDE TO COMPUTER LANGUAGE

ARTIST: JACK DAVIS WRITER: CHARLIE KADAU

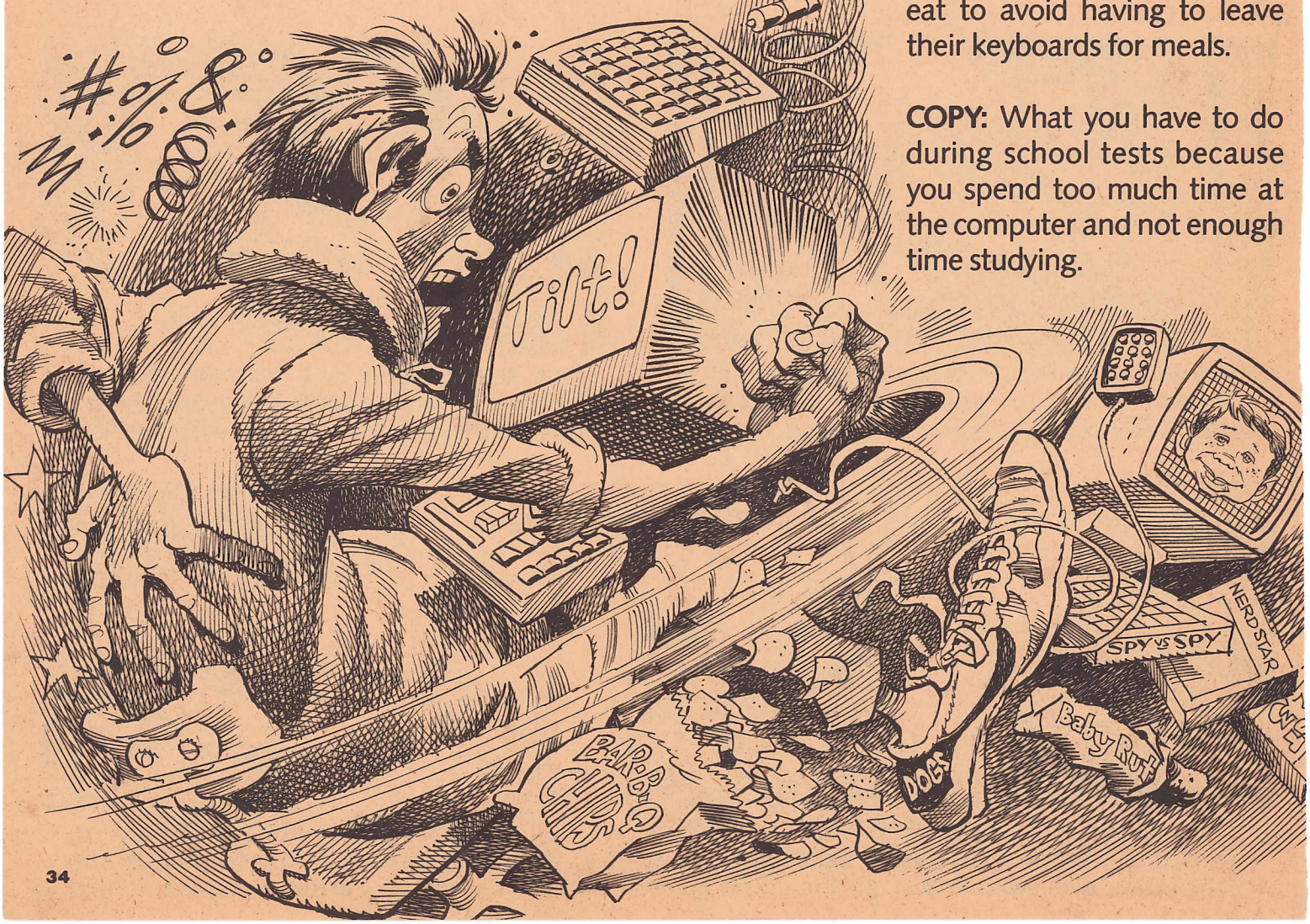
BIT: A word used to describe computers, as in "Our son's computer cost quite a bit."

BOOT: What your friends give you because you spend too much time bragging about your computer skills.

BUG: What your eyes do after you stare at the tiny green computer screen for more than 15 minutes. Also: what computer magazine companies do to you after they get your name on their mailing list.

CHIPS: The fattening, non-nutritional food computer users eat to avoid having to leave their keyboards for meals.

COPY: What you have to do during school tests because you spend too much time at the computer and not enough time studying.



CURSOR: What you turn into when you can't get your computer to perform, as in "You $#$%&¢% computer!"

DISK: What goes out in your back after bending over a computer keyboard for seven hours at a clip.

DUMP: The place all your former hobbies wind up soon after you install your computer.

ERROR: What you made the first time you walked into a computer showroom to "just look."

EXPANSION UNIT: The new room you have to build on to your home to house your computer and all its peripherals.

FILE: What your secretary can now do to her nails six and a half hours a day, now that the computer does her day's work in 30 minutes.

FLOPPY: The condition of a constant computer user's stomach due to lack of exercise and a steady diet of junk food. (see "Chips").

HARDWARE: Tools, such as lawnmowers, rakes and other heavy equipment you haven't laid a finger on since getting your computer.

IBM: The kind of missile your family members and friends would like to drop on your computer so you'll pay attention to them again.

MENU: What you'll never see again after buying a computer because you'll be too poor to eat in a restaurant.

MONITOR: Often thought to be a word associated with computers, this word actually refers to those obnoxious kids who always want to see your hall pass at school.

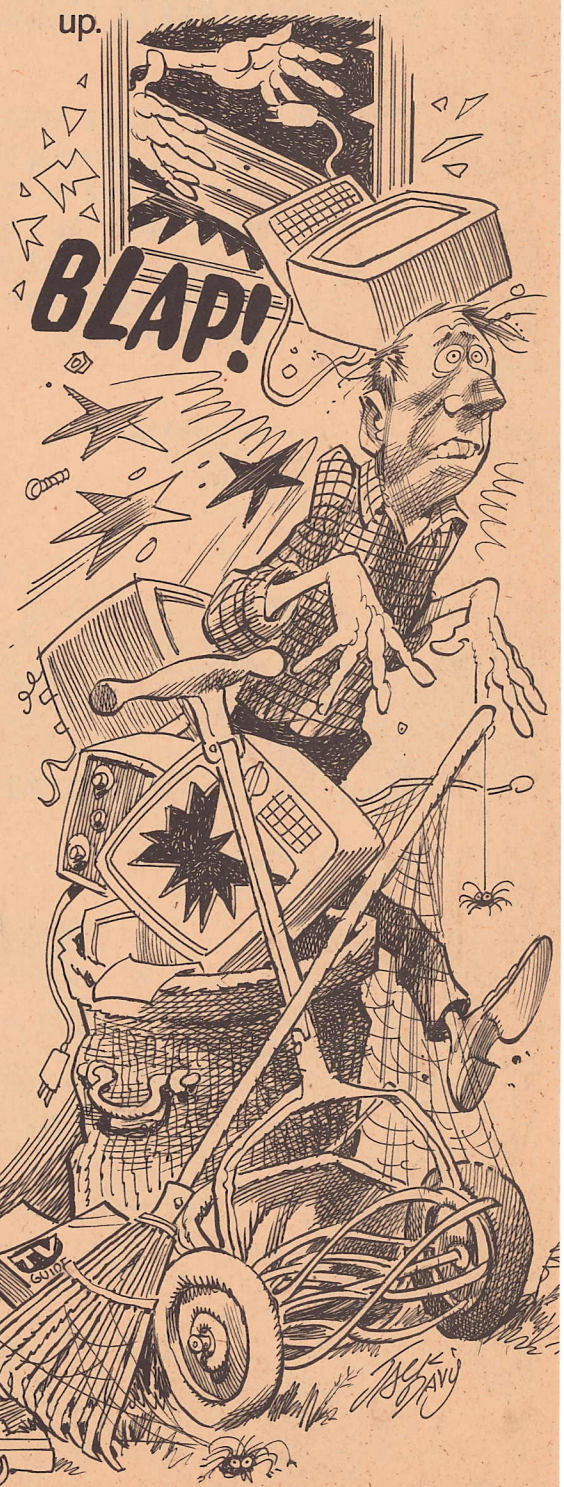
PROGRAMS: Those things you used to look at on your television before you hooked your computer up to it.

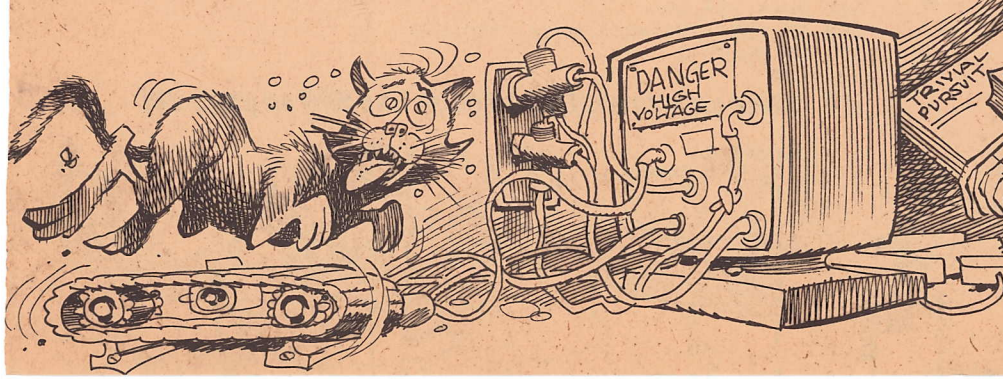
RAM: What you do to the side of your computer when it's not working properly.

RETURN: What lots of people do with their computers after only a week and a half.

TERMINAL: A place where you can find buses, trains and really good deals on hot computers.

WINDOW: What you heave the computer out of after you accidentally erase a program that took you three days to set up.





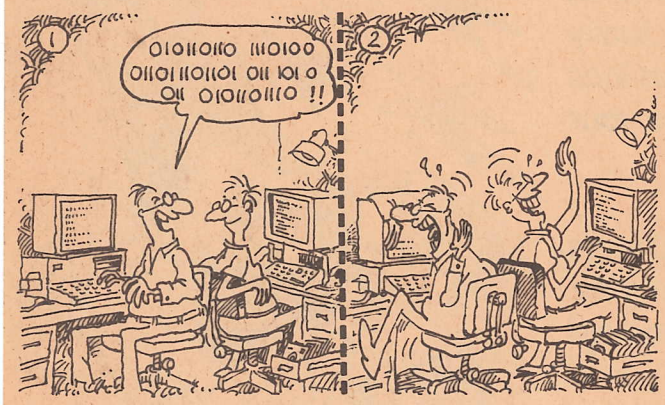
DATA ALL, FOLKS! DEPT.

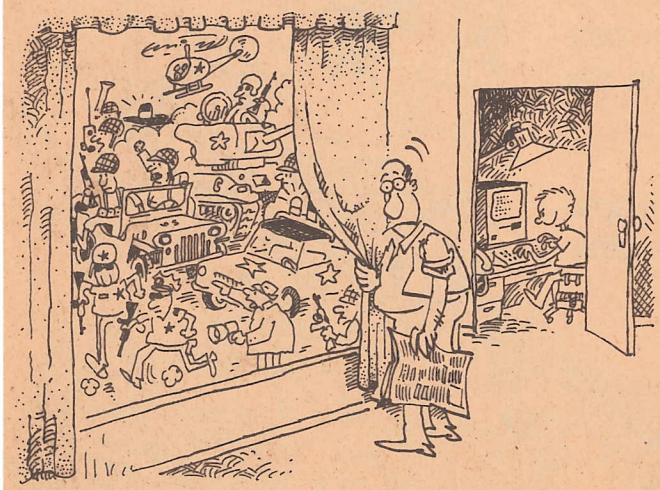
THE MAD COMP

ARTIST AND WRITER: SERGIO ARAGONES

HERE'S A GREAT WAY TO WASTE TIME, ENERGY
PROGRAM BELOW AND CREATE YOUR OWN MA

APPLE USERS NOTE: After you finish entering the program, be sure to "save it" before calling for a printout or you're screwed! You can try this program on a MAC—but it won't work!





APPLE

```
10 HOME
20 SIZE=1.2:XC=140:YC=90
30 HGR2:HCOLOR=3:HPLOT 0,0:CALL -3082:HCOLOR=0
40 READ X,Y,X1,Y1
50 IF X=999 THEN 100
60 FX=X*SIZE+XC:FY=176-(Y+YC)
70 LX=X1*SIZE+XC:LY=176-(Y1+YC)
80 HPLOT FX,FY TO LX,LY:HPLOT FX+1,FY TO LX+1,LY
90 GOTO 40
100 POKE 50,63
110 FOR BASE=0 TO 3:LOWBASE=1618+BASE*128
120 FOR LOC=LOWBASE TO LOWBASE+36:POKE LOC,32:NEXT LOC
130 NEXT BASE
140 VTAB (23):HTAB (14):PRINT"WHAT, ME WORRY?";
150 FOR BASE=0 TO 3:LOWBASE=1616+BASE*128
160 FOR LOC=LOWBASE TO LOWBASE+40:POKE LOC+1024,PEEK(LOC):NEXT
170 NEXT BASE                                                  LOC
180 POKE 49235,0:CALL -756
190 HOME:TEXT:VTAB (11):HTAB(3):PRINT"COPYRIGHT 1985 E.C.
200 CALL -756:HOME:POKE 50,255                    PUBLICATIONS";
210 END
```

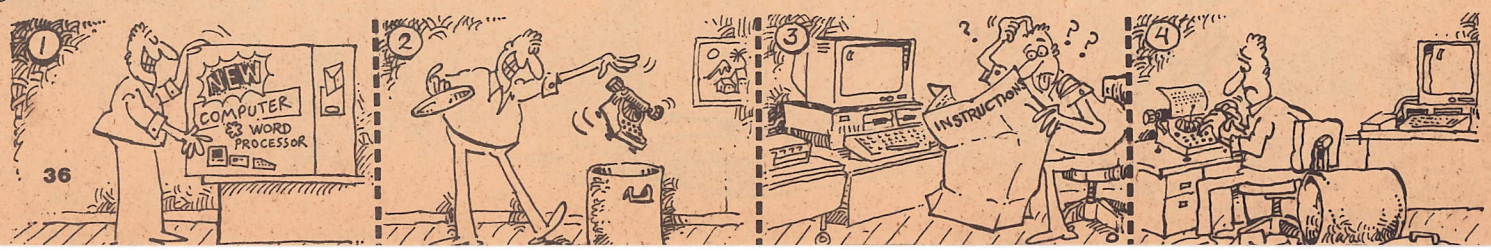
You're not finished yet! Go to line 500 on page 38!

ATARI

ATARI USERS NOTE: There is no Atari users note!

```
10 SIZE=1.2:XC=155:YC=90
20 GRAPHICS 8:POKE 709,0:POKE 710,94:POKE 712,94:POKE 752,1
30 COLOR 1
40 READ X,Y,X1,Y1
50 IF X=999 THEN GOTO 100
60 FX=X*SIZE+XC:FY=176-(Y+YC)
70 LX=X1*SIZE+XC:LY=176-(Y1+YC)
80 PLOT FX,FY:DRAWTO LX,LY:PLOT FX+1,FY:DRAWTO LX+1,LY
90 GOTO 40
100 POKE 656,2:POKE 657,12:PRINT"WHAT, ME WORRY?";
110 POKE 764,255
120 IF PEEK(764)=255 THEN GOTO 120
130 GRAPHICS 0:POKE 752,1:POSITION 3,12
140 PRINT"COPYRIGHT 1985 E.C. PUBLICATIONS";
150 POKE 764,255
160 IF PEEK(764)=255 THEN GOTO 160
170 GRAPHICS 0
180 END
```

OK, rotate your eyeballs and go to line 500 on page 38!



UTER PROGRAM

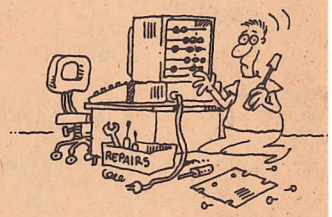
DESIGNED AND PROGRAMMED BY LAURETTA JONES AND TOMA

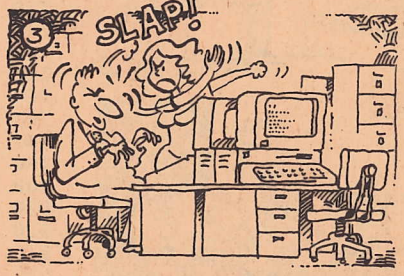
AND MONEY! ENTER INTO YOUR COMPUTER THE LOGO AND ALFRED E. NEUMAN FACE! (YECCH!!!)

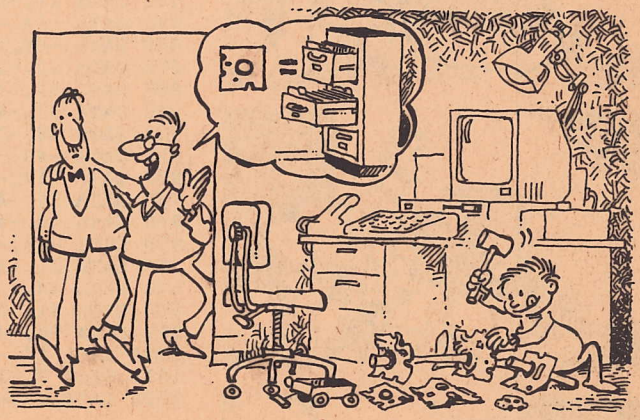
COMMODORE

COMMODORE USERS NOTE: After entering allow 20 minutes for the graphic to fully appear. If it takes any longer, your computer probably isn't plugged in!

```
10 V=53248:SA=24576:POKE 53280,15
15 SI=1.2:XC=160:YC=110
20 POKE 56576,(PEEK(56576) AND 252)+2
30 POKE V+17,59:POKE V+24,24
40 FOR I=17408 TO 18407:POKE I,47:NEXT I
50 FOR I=24576 TO 32767:POKE I,0:NEXT I
60 READ X1,Y1,X2,Y2
70 IF X1=999 THEN 120
80 FX=X1*SI+XC:LX=X2*SI+XC:FY=199-(Y1+YC):LY=199-(Y2-YC)
90 FX=INT(FX+0.5):LX=INT(LX+0.5):GOSUB 250
100 FX=FX+1:LX=LX+1:GOSUB 250
110 GOTO 60
120 FOR I=0 TO 119:READ B:POKE 32040+I,B:NEXT I
130 POKE 198,0:POKE 197,64:IF PEEK(197)=64 THEN 130
140 POKE 56576,PEEK(56576) OR 255
160 POKE V+17,27:POKE V+24,21
170 PRINT "{CLR/HOME}":POKE 214,9:PRINT:POKE 211,3
180 PRINT "COPYRIGHT 1985 E.C. PUBLICATIONS"
190 POKE 198,0:POKE 197,64:IF PEEK(197)=64 THEN 190
195 PRINT"{CLR/HOME}"
200 END
210 YO=320*INT(YP/8)+(YP AND 7):XO=8*INT(XP/8)
220 BV=2^((7-XP) AND 7):SM=SA+YO+XO
230 POKE SM,(PEEK(SM) OR BV)
240 RETURN
250 DX=LX-FX:DY=LY-FY
260 XP=FX:RX=FX:YP=FY:RY=FY:GOSUB 210
270 IF ABS(DY)>ABS(DX) THEN 330
280 IF DX=0 THEN RETURN
290 XI=DX/ABS(DX):YI=DY/ABS(DX)
300 XP=XP+XI:RY=RY+YI:YP=INT(RY+0.5):GOSUB 210
310 IF XP=LX THEN RETURN
320 GOTO 300
330 XI=DX/ABS(DY):YI=DY/ABS(DY)
340 RX=RX+XI:XP=INT(RX+0.5):YP=YP+YI:GOSUB 210
350 IF YP=LY THEN RETURN
360 GOTO 340
1800 DATA 66,66,66,90,90,90,126,36,66,66,66,126,66,66,66,66
1810 DATA 24,36,66,126,66,66,66,66,254,16,16,16,16,16,16,16
1820 DATA 0,0,0,0,0,96,96,192,0,0,0,0,0,0,0,0
1830 DATA 36,126,90,90,90,66,66,66,126,64,64,124,64,64,64,126
1840 DATA 0,0,0,0,0,0,0,0,66,66,66,90,90,90,126,36
1850 DATA 24,36,102,66,66,102,36,24,124,70,66,70,124,72,68,66
1860 DATA 124,70,66,70,124,72,68,66,66,66,102,36,24,24,24,24
1870 DATA 60,102,66,6,28,0,24,24
```



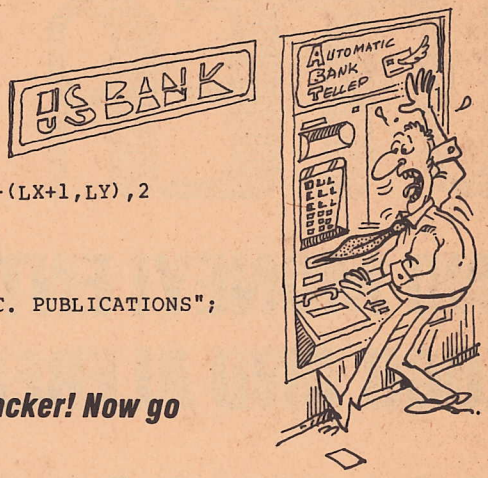




Still awake? Good! Now go to line 500 on page 38 and continue entering!

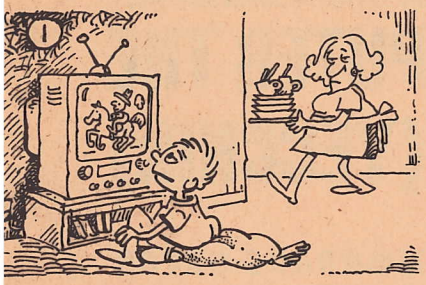
IBM USERS NOTE: You have to spring for a "color card" for your unit or this program will not work correctly! Tough nuts!

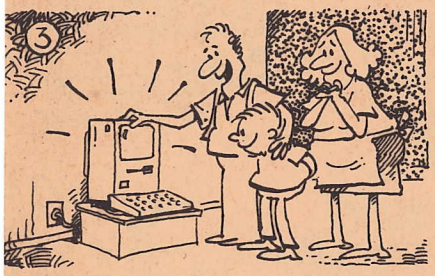
IBM

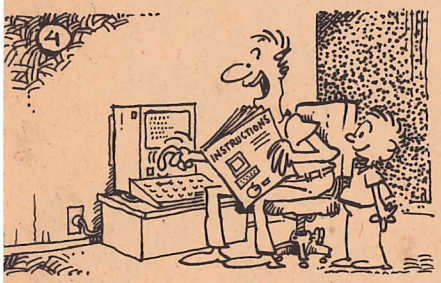


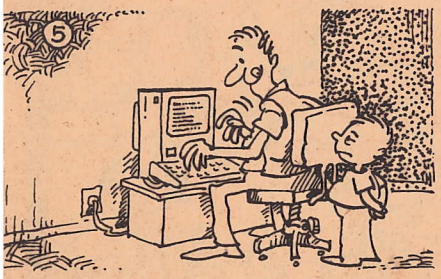

```
10 SIZE=1.2:XC=150:YC=110
20 KEY OFF:SCREEN 1:CLS:COLOR 7,0
30 READ X,Y,X1,Y1
40 IF X=999 THEN GOTO 90
50 FX=X*SIZE+XC:FY=199-(Y+YC)
60 LX=X1*SIZE+XC:LY=199-(Y1+YC)
70 LINE (FX,FY)-(LX,LY),2:LINE (FX+1,FY)-(LX+1,LY),2
80 GOTO 30
90 LOCATE 24,13:PRINT"WHAT, ME WORRY?";
100 A$=INKEY$:IF A$="" THEN 100
110 SCREEN 0:WIDTH 80
120 LOCATE 12,23:PRINT"COPYRIGHT 1985 E.C. PUBLICATIONS";
130 A$=INKEY$:IF A$="" THEN 130
140 CLS
150 END
```

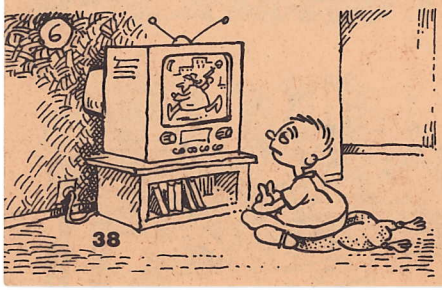
You're doing great—for a second-rate hacker! Now go to line 500 and continue entering!












```
500 DATA -27,-11,-23,-6,-28,-13,-22,-6,-20,-5,-12,-5,-27,-14,-26,-13
510 DATA -38,-29,-42,-28,-40,-28,-50,-16,-8,13,0,13,-29,4,-29,9
520 DATA -50,-17,-41,-28,-49,-17,-50,-8,-8,12,0,12,-28,5,-28,13
530 DATA -50,-15,-49,-10,40,-26,42,-17,-4,9,-21,14,5,48,2,44
540 DATA -53,-39,-45,-48,-55,-23,-55,-28,-61,-23,-58,-22,-42,-39,-43,-39
550 DATA 36,-52,36,-55,-37,-48,-32,-56,-32,-56,-26,-60,9,-74,33,-55
560 DATA 6,-12,12,-11,14,-8,24,-11,6,-13,10,-11,20,-9,10,-8
570 DATA -23,-15,-24,-19,-26,-18,-22,-15,-25,-18,-22,-19,-23,-18,-21,-16
580 DATA -49,2,-43,10,38,-11,43,-15,7,14,7,9,-9,13,-6,8
590 DATA -5,-33,-4,-33,-6,-36,-6,-36,-5,-32,-5,-32,-7,-29,-7,-29
600 DATA -39,-32,-38,-41,-62,-25,-54,-39,-50,-29,-50,-35,-54,-33,-57,-24
610 DATA -38,-34,-39,-39,-51,-19,-60,-22,-57,-25,-50,-24,-48,-25,-46,-38
620 DATA -42,-24,-42,-19,41,-26,43,-14,-3,7,-19,14,8,48,4,42
630 DATA 27,-38,31,-47,-29,-42,-16,-37,-11,-51,10,-48,26,-38,24,-47
640 DATA -4,-73,14,-71,-3,-74,5,-74,5,-73,12,-72,8,-72,35,-57
650 DATA -2,-48,5,-54,-15,-36,-20,-42,17,-34,32,-45,-6,-53,6,-48
660 DATA 40,-51,38,-43,39,-45,38,-50,38,-46,37,-53,37,-47,37,-46
670 DATA 15,-25,18,-24,23,-18,23,-20,12,-19,19,-18
680 DATA 8,-50,20,-49,-12,-53,-3,-62,-5,-49,14,-49,4,-62,16,-53
690 DATA -41,-19,-41,-27,44,-14,43,-20,-22,13,-22,14,8,46,2,42
700 DATA -40,-23,-39,-28,42,-26,50,-19,-23,14,-24,5,3,41,2,48
710 DATA -51,-42,-39,-49,-47,-26,-49,-36,-53,-18,-59,-21,-45,-28,-53,-23
720 DATA -40,-19,-37,-7,50,-18,50,-13,-25,5,-26,14,1,41,9,40
730 DATA -22,-9,-19,-6,-21,-9,-18,-6,-21,-6,-11,-9,-19,-8,-16,-8
740 DATA -57,-26,-57,-28,-37,-41,-37,-37,-59,-31,-50,-40,-39,-36,-36,-40
750 DATA -5,-28,-6,-30,-6,-28,-7,-30,6,-28,5,-30,6,-29,6,-31
760 DATA 6,-37,9,-36,-12,-38,-2,-39,-6,-33,-2,-35,-13,-35,-8,-39
770 DATA -20,-18,-17,-17,-14,-18,-15,-17,-17,-18,-16,-18,-20,-17,-14,-17
780 DATA -39,-17,-35,-6,51,-14,48,-12,-24,8,-23,13,1,40,12,39
790 DATA -36,-6,-36,-1,41,-14,40,-9,-23,8,-24,11,14,39,19,40
800 DATA -26,34,-32,37,-32,37,-29,32,-29,32,-30,36,-29,32,-39,34
810 DATA -35,-5,-35,-1,40,-13,41,-12,-26,7,-27,14,21,39,11,38
820 DATA -61,-29,-56,-37,-47,-35,-42,-36,-49,-39,-45,-42,-61,-24,-59,-35
830 DATA 60,-24,55,-20,60,-23,61,-32,61,-29,61,-24,60,-29,59,-33
840 DATA 17,-53,5,-62,6,-48,17,-50,8,-48,2,-54,-28,-41,-18,-48
850 DATA -14,-52,-4,-62,-5,-51,9,-51,-27,-43,-28,-47,-5,-62,8,-59
860 DATA -46,14,-42,18,-45,25,-45,15,-42,18,-42,11,-43,11,-51,0
870 DATA 15,-19,18,-16,14,-16,18,-19,7,-18,8,-16,8,-17,11,-16
880 DATA 39,-42,38,-37,39,-40,40,-32,41,-33,40,-39,39,-34,39,-36
890 DATA 42,-40,43,-42,44,-42,45,-32,46,-36,45,-41,42,-38,43,-41
900 DATA 48,-11,47,7,41,-14,40,-9,15,37,15,36,17,36,19,36
910 DATA -49,-28,-48,-37,-61,-32,-62,-27,-55,-35,-43,-49,-46,-34,-42,-35
920 DATA -14,-65,-6,-71,14,-68,32,-57,18,-65,20,-63,14,-70,23,-65
930 DATA 31,-41,32,-43,3,-42,4,-43,-22,-43,-23,-42,-9,-52,-9,-52
940 DATA 30,-40,29,-45,14,-50,21,-48,-27,-46,-25,-46,-26,-47,-27,-47
950 DATA -10,-10,-11,-15,-9,-11,-10,-15,-10,-13,-8,-13,-11,-11,-8,-12
960 DATA 21,-38,29,-44,-7,-48,-3,-48,-27,-45,-21,-47,-12,-55,-6,-61
970 DATA 48,6,49,-11,39,-10,41,-5,18,35,22,35,19,34,23,34
980 DATA 51,-3,45,8,40,-5,38,-11,23,35,43,17,45,17,27,33
990 DATA 46,-40,46,-36,43,-38,43,-39,46,-30,52,-33,47,-30,52,-32
1000 DATA 57,-32,57,-27,44,-25,49,-21
1010 DATA 7,-13,9,-8,10,-8,8,-12,23,-9,12,-7,11,-9,24,-10
1020 DATA 57,-25,53,-24,52,-25,56,-24,56,-32,55,-26,56,-27,56,-29,52,-24,57,-26
```

```
1030 DATA -13,-13,-26,-17,-12,-16,-10,-18,-15,-14,-11,-18,-21,-14,-17,-14
1040 DATA 18,-20,21,-17,12,-16,16,-19,8,-20,10,-19,13,-23,19,-23
1050 DATA -22,-22,-13,-21,-16,-22,-21,-23,-21,-21,-19,-23,-20,-21,-18,-21
1060 DATA 47,4,49,-3,41,-4,37,2,46,16,41,16,41,16,47,9
1070 DATA 37,4,41,-2,-49,-9,-48,-4,43,11,45,9,-2,11,1,11
1080 DATA -47,-4,-48,-9,-48,-3,-49,-1,2,11,8,8,4,11,9,9
1090 DATA 46,-32,48,-28,49,-38,49,-35,50,-37,51,-25,51,-37,52,-30
1100 DATA -56,-23,-57,-29,-60,-24,-60,-33,-54,-23,-46,-29,-46,-40,-44,-42
1110 DATA -44,-34,-45,-38,-44,-37,-42,-37,-44,-38,-42,-38,-48,-46,-42,-49
1120 DATA 21,-16,10,-18,22,-17,19,-25,20,-24,22,-19,10,-23,18,-25
1130 DATA -41,33,-35,34,-41,32,-38,32,-38,31,-42,31,-42,32,-45,30
1140 DATA -3,-36,-12,-37,7,-35,7,-35,-3,-37,-8,-36,-8,-38,-4,-38
1150 DATA 8,-18,9,-16
1160 DATA -35,-45,-29,-58,-36,-46,-35,-53,-38,-48,-26,-57,-35,-48,-30,-58
1170 DATA -34,-52,-25,-59,-32,-55,-25,-60,-34,-49,-14,-68,-36,-51,-22,-61
1180 DATA -49,-3,-46,5,10,9,4,15,3,15,6,10,6,11,6,14
1190 DATA 47,-22,52,-21,48,-21,56,-20,55,-21,48,-21,56,-20,59,-22
1200 DATA 24,-64,32,-60,30,-59,34,-57,33,-59,35,-52,35,-56,36,-49
1210 DATA 61,-32,42,-51,43,-51,51,-41,50,-41,45,-46,58,-37,54,-41
1220 DATA -39,30,-45,23,-38,30,-46,21,-46,24,-47,11,-46,12,-42,27
1230 DATA 7,-29,6,-31,13,-35,13,-35,4,-37,8,-35,5,-36,8,-37
1240 DATA -16,-49,-8,-50,9,-53,9,-49,20,-37,29,-39,-17,-39,-24,-41
1250 DATA 21,-36,32,-44,-2,-62,5,-61,9,-58,16,-53,-26,-44,-22,-46
1260 DATA -51,1,-43,12,7,14,15,13,13,11,17,8,20,10,27,4
1270 DATA -42,11,-49,2,8,13,19,12,19,11,10,12,22,9,27,5
1280 DATA -24,-56,-22,-59,-23,-58,-4,-74,-23,-56,-15,-67,-21,-57,-8,-72
1290 DATA -7,-73,-12,-69,-12,-68,-4,-71,-21,-58,-13,-68,-10,-71,8,-74
1300 DATA 12,-32,14,-35,13,-32,12,-37,14,-34,13,-37,11,-37,14,-36
1310 DATA -17,-6,-10,-8,-13,-9,-10,-6,-10,-7,-11,-6,-12,-6,-15,-6
1320 DATA 17,-35,21,-39,7,-62,14,-56,14,-51,-17,-48,4,-43,4,-47
1330 DATA -11,-12,-12,-14,-12,-13,-9,-15,-20,-16,-15,-16,-17,-16,-15,-16
1340 DATA -11,-22,-12,-24,-9,-22,-12,-23,-9,-20,-11,-24,-8,-20,-9,-23
1350 DATA -34,-2,-33,6,25,7,29,7,30,8,30,6,31,8,35,9
1360 DATA -33,3,-33,-1,33,8,36,8,36,7,36,2,35,4,35,7
1370 DATA -32,6,-31,11,-30,11,-29,4,3,48,-3,41,-5,41,2,48
1380 DATA -5,-59,-6,-62,12,-52,21,-47,-2,-54,-2,-53,-4,-60,3,-62
1390 DATA -44,-47,-41,-49,-54,-24,-56,-30,-36,-43,-37,-48,-47,-37,-49,-32
1400 DATA -40,-48,-45,-46,-38,-47,-35,-44,-58,-36,-51,-40,-58,-35,-48,-45
1410 DATA 24,-42,32,-42,-3,-61,-3,-61,-54,-19,-50,-18,-5,-72,9,-72
1420 DATA 10,-22,10,-22,19,-22,19,-22,13,-16,13,-16,9,-19,10,-20
1430 DATA -25,-42,-21,-41,2,-53,4,-54,29,-40,31,-46,26,-43,22,-48
1440 DATA 6,-10,18,-6,14,-6,21,-7,22,-8,6,-11
1450 DATA 1,-38,-14,-36,-13,-37,-11,-32,-14,-35,-12,-33
1460 DATA 55,-37,41,-51,46,-48,61,-33,41,-49,37,-48
1470 DATA -10,-21,-10,-24,-28,-14,-22,-7
1480 DATA -3,43,-26,35,-26,35,-5,41,-9,39,-20,36,-26,34,-26,37
1490 DATA -6,-58,1,-60,-24,-43,-21,-42,3,-45,3,-46,4,-52,4,-53
1500 DATA 72,73,72,63,71,74,70,78,71,62,70,58,69,57,65,53,70,78,65,83
1510 DATA 64,83,58,86,64,53,55,48,56,49,43,49,47,48,55,48,58,86,46,86
1520 DATA 42,84,46,85,44,50,39,52,42,50,39,51,41,85,40,85,39,86,33,86
1530 DATA 38,51,33,48,35,79,35,58,34,79,34,58,34,57,32,56,34,80,32,79
1540 DATA 32,85,30,83,31,83,31,80,30,82,30,79,31,55,29,55,33,49,23,49
1550 DATA 32,48,25,48,24,50,22,50,28,55,17,78,18,79,20,79,20,80,20,84
1560 DATA 21,51,18,48,19,50,17,48,16,48,14,48,17,49,14,49,19,85,11,86
1570 DATA 13,48,12,53,12,48,11,53,11,54,15,57,15,58,14,59,14,59,-1,59
1580 DATA 14,58,-2,58,10,85,7,83,6,84,1,86,0,86,-5,85,-6,84,-6,80,-7,83,-7,79
1590 DATA -5,79,-3,79,-2,78,-13,56,-14,56,-3,78,-2,59,-4,57,-4,56,-1,54
1600 DATA 0,55,1,55,1,54,1,50,0,50,-1,48,-2,48,-7,48,-2,49,-6,49,-6,48,-9,51
1610 DATA -7,48,-10,50,-11,49,-17,49,-12,48,-16,48,-17,48,-21,51,-18,48,-22,50
1620 DATA -15,55,-16,55,-17,56,-22,78,-21,79,-19,79,-19,80,-19,84,-23,49,-30,49
1630 DATA -24,48,-30,48,-31,48,-31,55,-32,54,-32,49,-30,55,-28,55
1640 DATA -20,85,-25,86,-26,85,-29,83,-28,55,-32,70,-28,55,-31,71
1650 DATA -28,83,-33,86,-34,86,-37,86,-32,70,-41,49,-38,85,-40,84
1660 DATA -40,83,-40,81,-41,83,-41,79,-40,80,-37,78,-37,78,-41,65
1670 DATA -42,65,-38,78,-43,64,-48,78,-47,79,-45,79,-45,80,-45,84
1680 DATA -46,85,-51,86,-42,49,-47,49,-42,48,-48,48,-48,48,-56,70
1690 DATA -48,49,-56,71,-56,71,-60,56,-52,85,-54,84,-55,83,-59,85
1700 DATA -60,86,-64,86,-59,55,-58,54,-57,54,-55,55,-55,54,-55,50
1710 DATA -56,50,-57,48,-57,49,-61,49,-58,48,-60,48,-61,48,-64,51
1720 DATA -62,48,-65,50,-65,85,-67,84,-67,83,-67,79,-68,83,-68,79,-66,79,-64,79
1730 DATA -63,78,-68,56,-69,55,-64,78,-66,49,-72,49,-68,48,-73,48
1740 DATA -69,55,-73,55,-73,55,-73,48,-74,49,-74,54
1750 DATA 61,71,61,65,60,73,60,63,59,73,59,72,60,65,58,60
1760 DATA 59,61,54,56,59,74,55,78,59,75,54,80,54,80,48,80
1770 DATA 46,79,55,79,54,56,48,56,47,57,46,57,47,78,46,78
1780 DATA 45,78,45,58,7,76,11,66,10,66,6,76,9,66,1,66,0,66,6,75
1790 DATA 999,0,0,0
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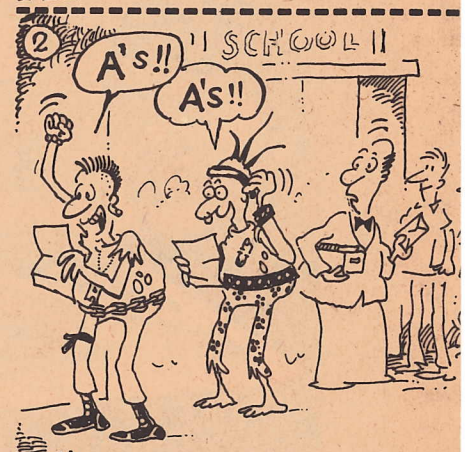
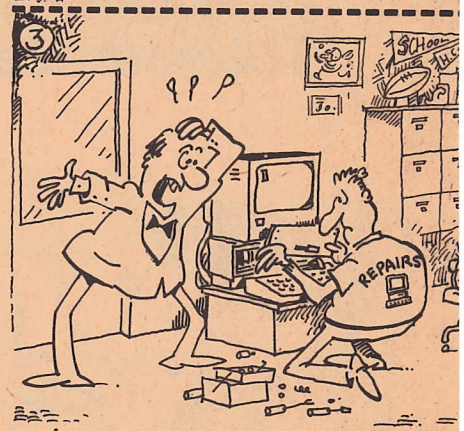
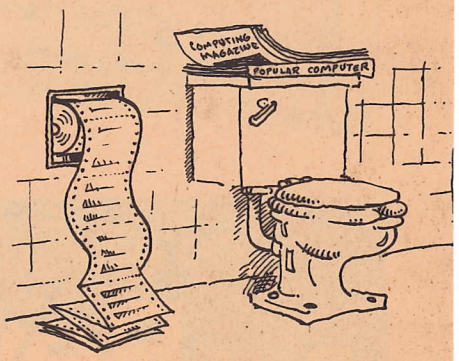




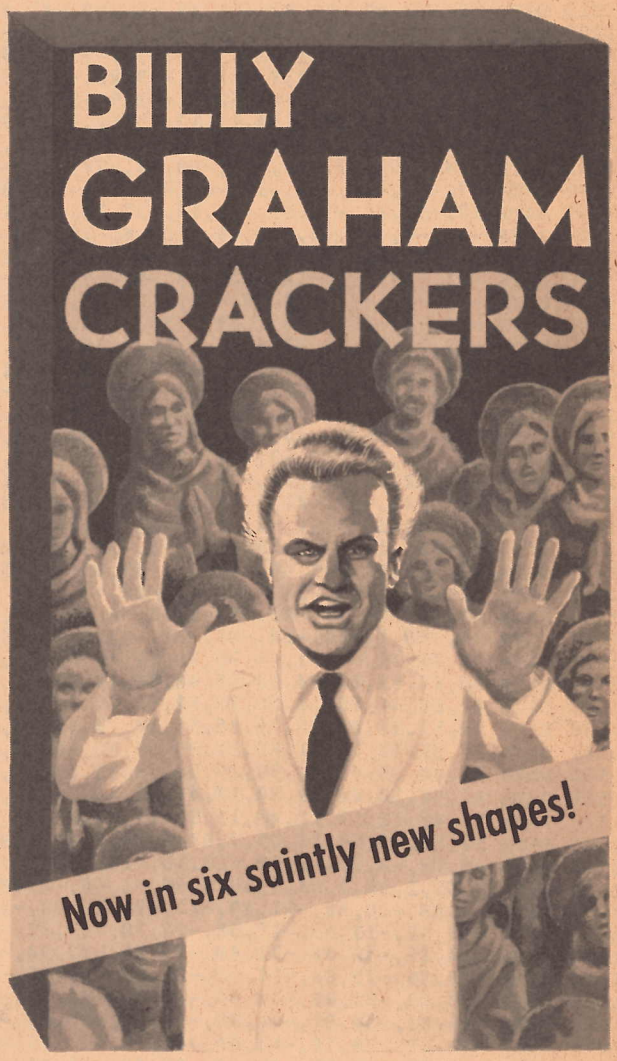


SEND A PRINTOUT TO:
MAD
Hackers Department
485 MADison Avenue
New York, NY 10022

BIG-NAME BRANDS DEPT.

Who would have ever thought that one day you'd be able to walk into a grocery store and find Paul Newman's face on a bottle of salad dressing or spaghetti sauce? We wonder, can it be long before other famous personalities follow Paul's lead and introduce products of their own? In the future, success in show business no longer be

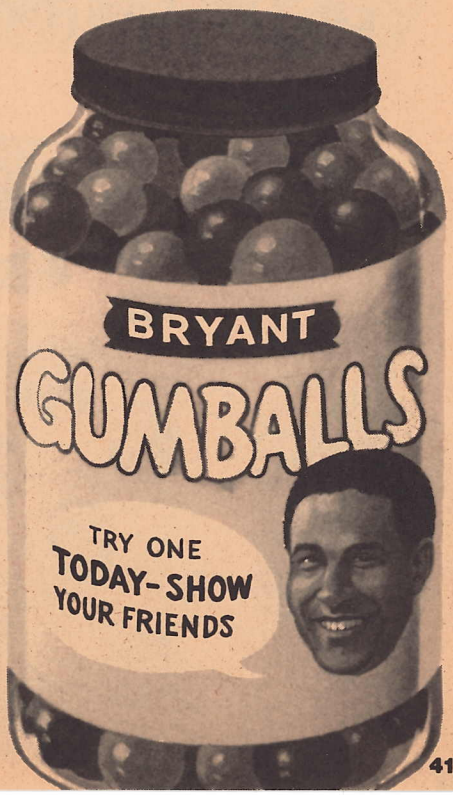
MAD'S CELEBRIT



measured by the number of hit movies, TV shows or records someone has, but rather by the number of products featuring their face and name on the labels? If your answer to our last question is yes (or even maybe) then grab your cents-off coupons and look for a shopping cart with four wheels that work! You're ready to join us on a tour of

Y SUPERMARKET

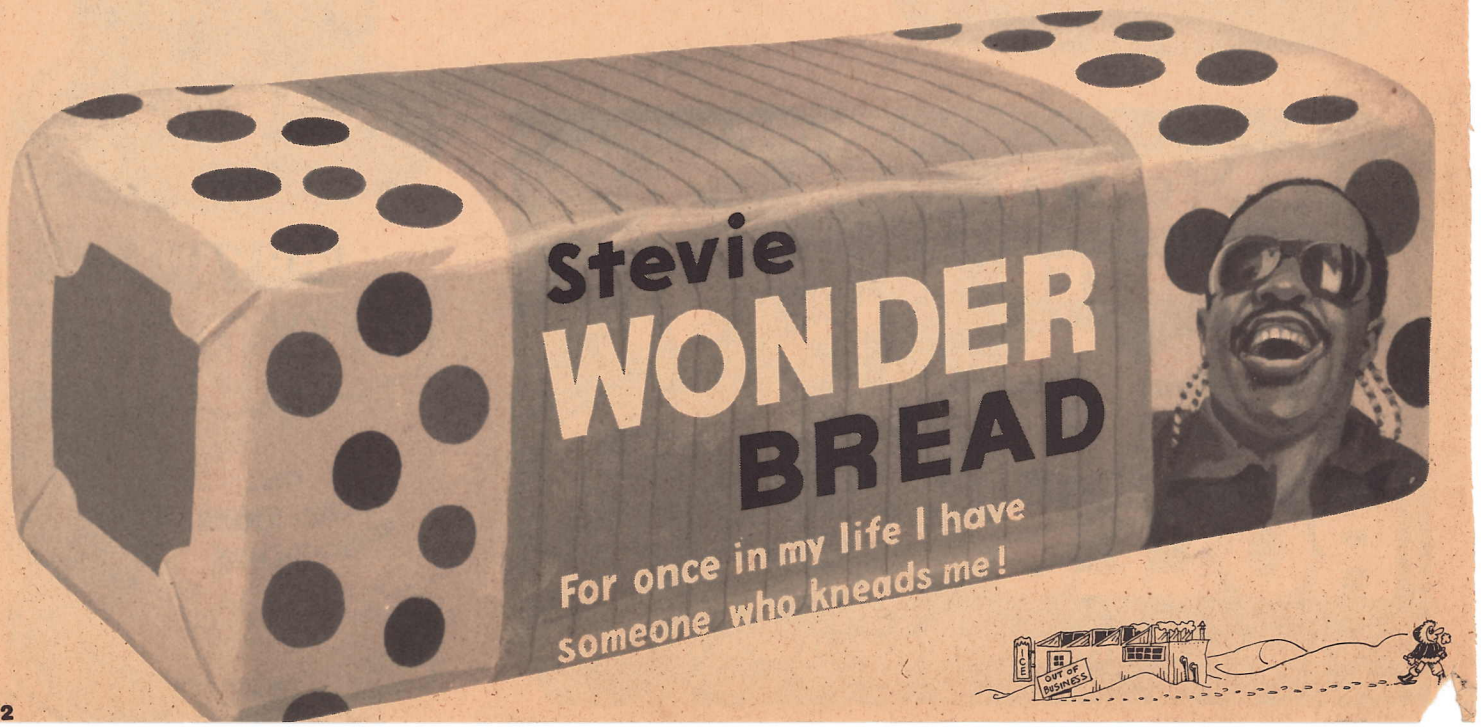
ARTIST: BOB CLARKE WRITERS: JOE RAIOLA & CHARLIE KADAU



NEW!
EASY TO PREPARE!
TAKES JUST
48 HRS!
SPAGHETTI
MURPHY

Steven SPIEL
BURGERS
Every mouthful produces a special effect!

AL
CAPPACINO
Make them a coffee they can't refuse!
TASTY UNDERWORLD FLAVOR


Stevie
WONDER
BREAD
For once in my life I have someone who kneads me!
OUT OF BUSINESS

GRINDING OUT THE SAME OLD SPIEL-BERG DEPT.

Take a bunch of klutzy kids, a deep dark cave, hidden treasure and a giant ogre and what have you got? Our Gang's "Mamma's Little Pirates"? Right? Wrongs! You've got the 1980's rip-off...

ARTIST: JACK DAVIS

WRITER: STAN HART

Aren't you **tired** of seeing this kind of thing in **every TV show?**

But **this** is a **movie.**

How can you tell?

The **car chase** is at the **beginning,** not at the **end.**

Our **parents** are going to **lose** our homes because a **mean developer** is **buying them out.**

Gee, I feel **awful** about that.

Hey, maybe we could get **jobs** and **help out!**

Hell, I don't feel **THAT** awful about it!

Why are we all just **sitting** here. This is supposed to be an **action** picture!

It's **also** supposed to be a **money-making picture!**

So?

They can't get **paid** for shooting **Pepsi plugs** if we're running around, can they?

I swear on my **Star** that I saw some guys being chased by cop cars this morning.

That boy **lies** all the time. It's a **sin.**

What if he's **lying** about being **Jewish?**

Then it would be a **blessing!**

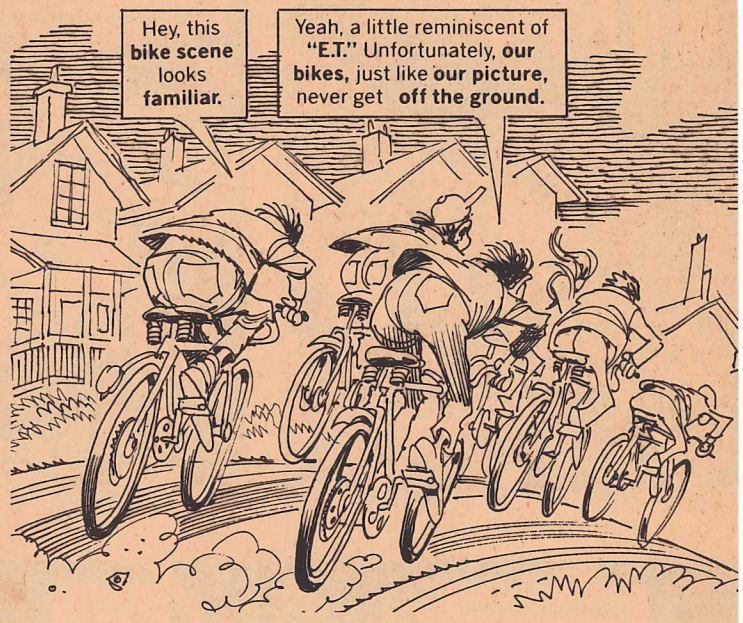
Your father lets you **play** with these **priceless antiques?**

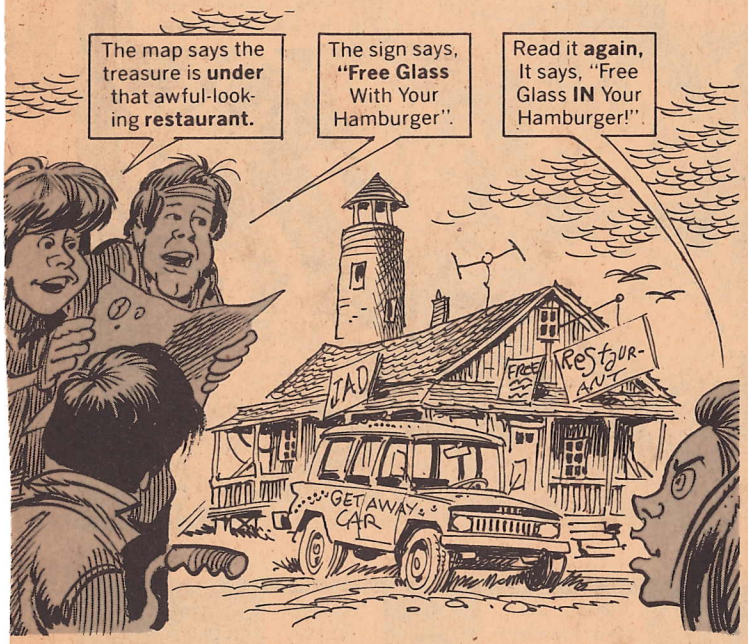
Why not? He's the **curator** of the **museum.**

Last rainy day we made paper airplanes out of some **old book.** What was the **name** of it, Mucus?

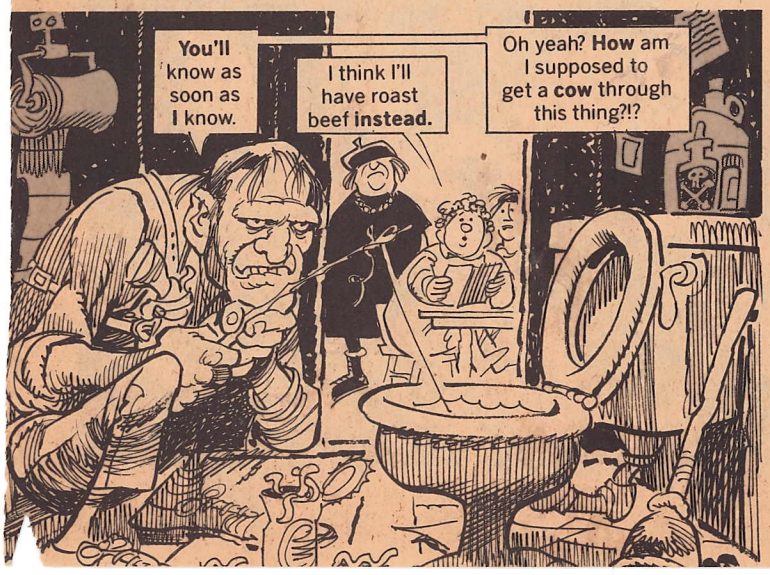
The **Gutenberg Bible.**

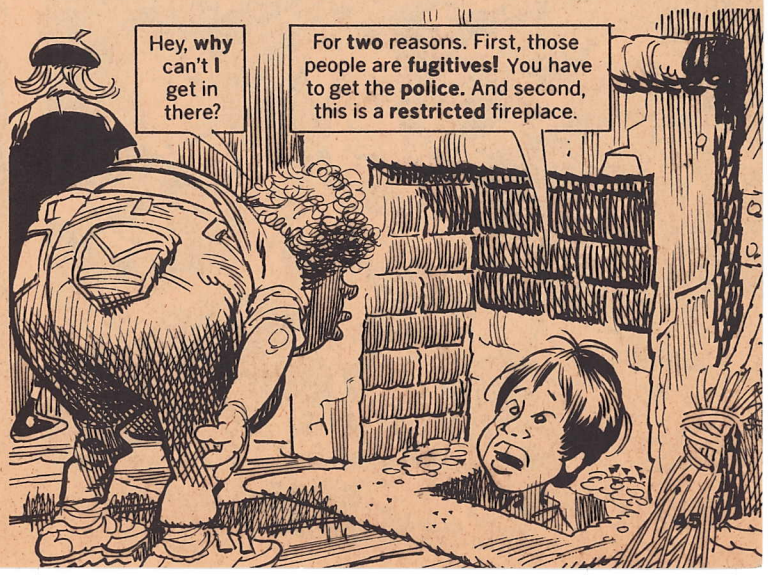
Hey, here's a **treasure map!**
It says you have to go down into a **filthy, dark hole.**
It also says there's **great danger** to anyone who goes into the disgusting dark hole.
That's no treasure map, you **schmucks!** It's a map of the **New York City Subway System!**


Hey, this **bike scene** looks **familiar.**
Yeah, a little reminiscent of **"E.T."** Unfortunately, **our bikes,** just like **our picture,** never get **off the ground.**

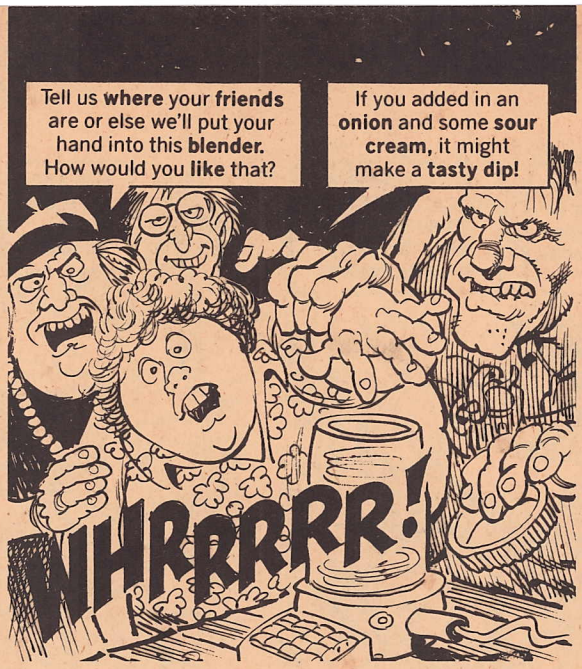

The map says the treasure is **under** that awful-looking **restaurant.**
The sign says, **"Free Glass** With Your Hamburger".
Read it **again,** It says, "Free Glass **IN** Your Hamburger!".
T.A.D.
FREE
RESTAUR-ANT
GETAWAY CAR

There's something **in** this water.
Nonsense! **Nothing** could **live** in **that** water!
What's the **"Catch Of The Day?"**
Let me check.
MENU

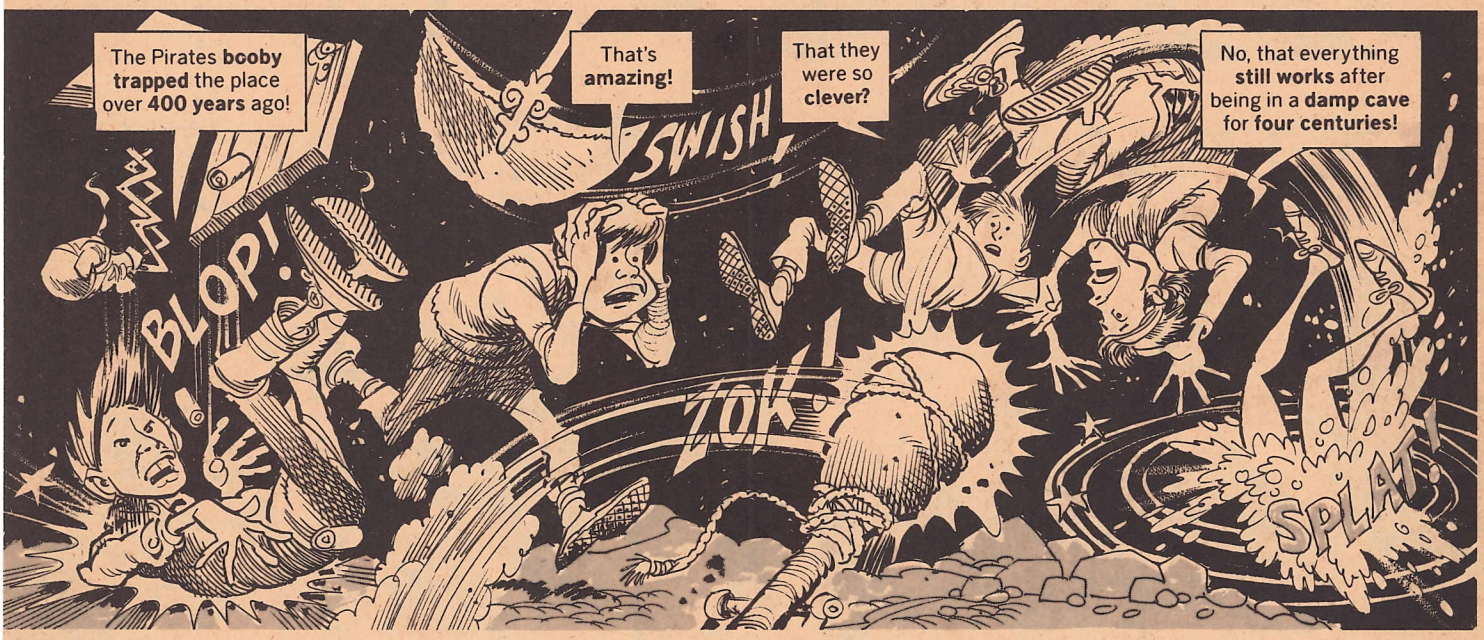

You'll know as soon as **I** know.
I think I'll have roast beef **instead.**
Oh yeah? **How** am I supposed to get a **cow** through this thing?!?

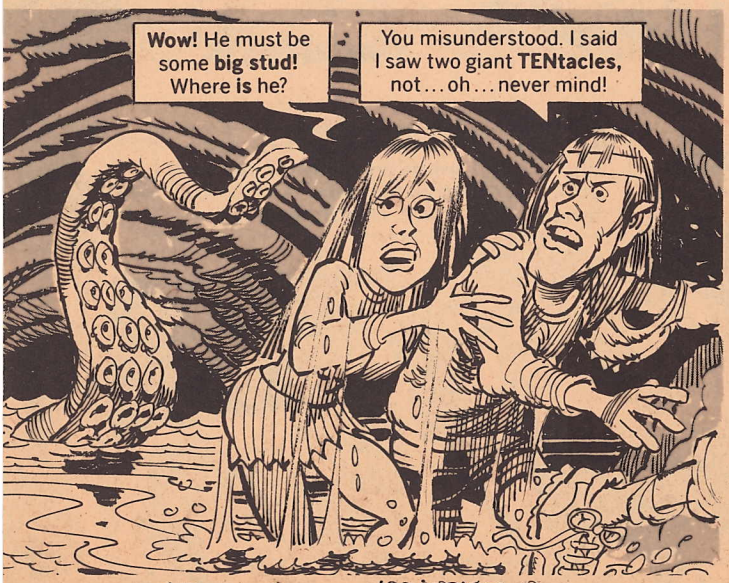

Hey, **why** can't **I** get in there?
For **two** reasons. First, those people are **fugitives!** You have to get the **police.** And second, this is a **restricted** fireplace.

It's creepy lying next to a **cold, lifeless body.** I got plenty of time for this after I **get married!**


Tell us **where** your **friends** are or else we'll put your hand into this **blender.** How would you **like** that?
If you added in an **onion** and some **sour cream,** it might make a **tasty dip!**
WHRRRRRR!

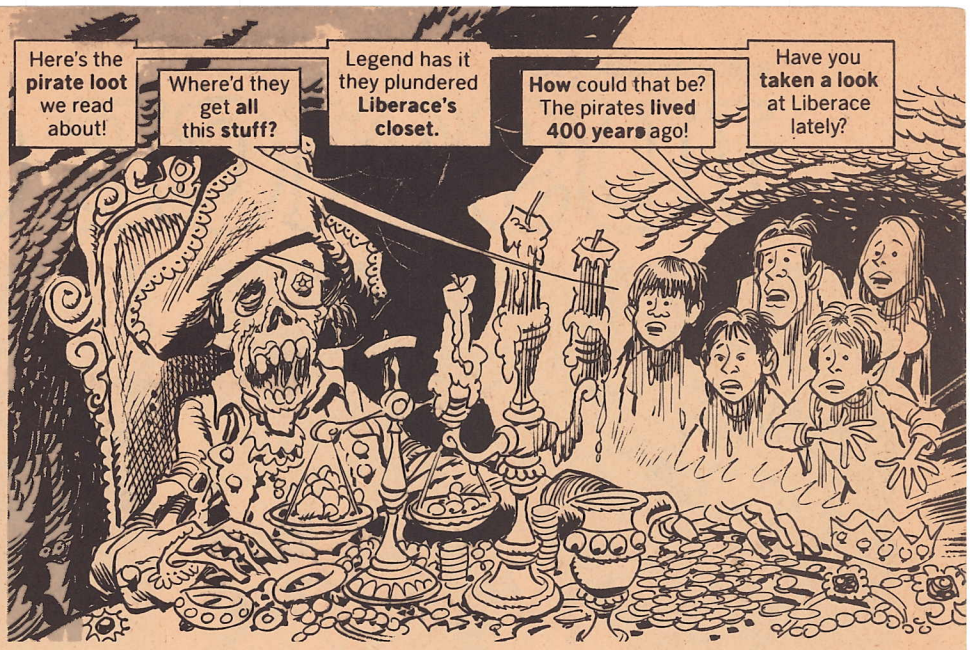
My God! I've **never** seen anything so **horrible!**
Yeah, I hate **"Hotel"** too, but nothin' else is **on!**
HOTEL


The Pirates **booby trapped** the place over **400 years** ago!
That's **amazing!**
That they were so **clever?**
No, that everything **still works** after being in a **damp cave** for **four centuries!**
BLOP!
SWISH
ZOK!
SPLAT!

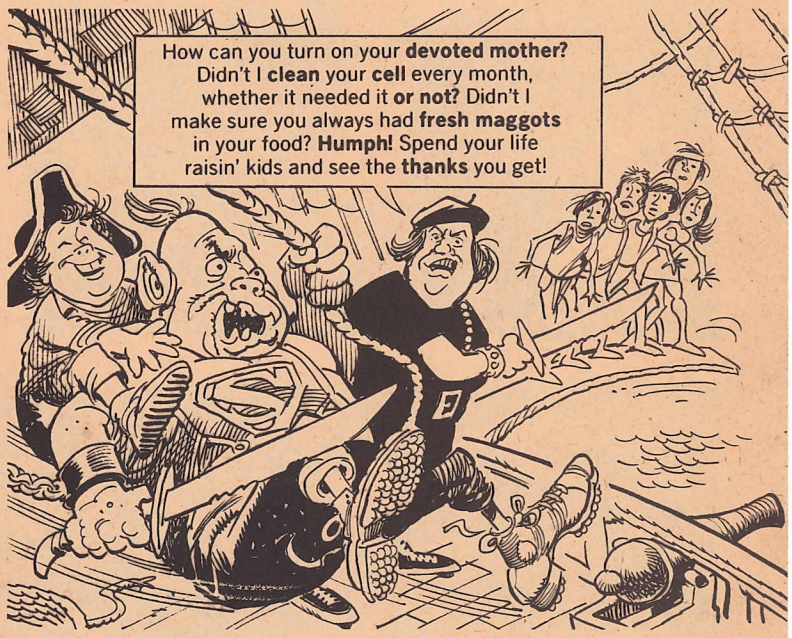

Wow! He must be some **big stud!** Where **is** he?
You misunderstood. I said I saw two giant **TENtacles,** not... oh... never mind!

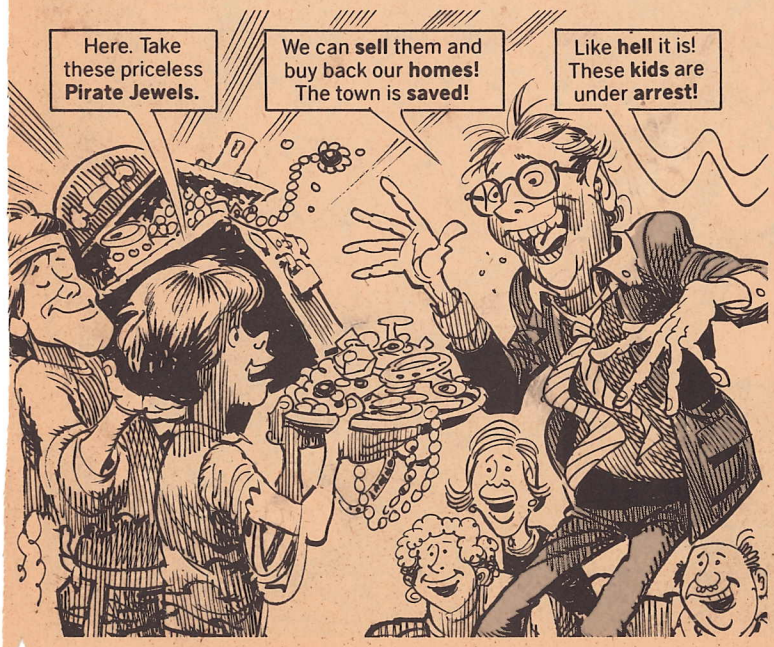
Where did these **boulders** come from?
"Raiders Of The **Lost Ark".**
BLAM!

Where did this **water chute** come from?
"Romancing The Stone".


Here's the **pirate loot** we read about!
Where'd they get **all** this **stuff?**
Legend has it they plundered **Liberace's closet.**
How could that be? The pirates **lived 400 years** ago!
Have you **taken a look** at Liberace lately?

Hey, **Datum.** You come up with some **clever suggestions** when we're in trouble. Got any **ideas?**
There is something I've **never** tried but in this situation I'm **sure** it will work.
What's it called?
Dying!

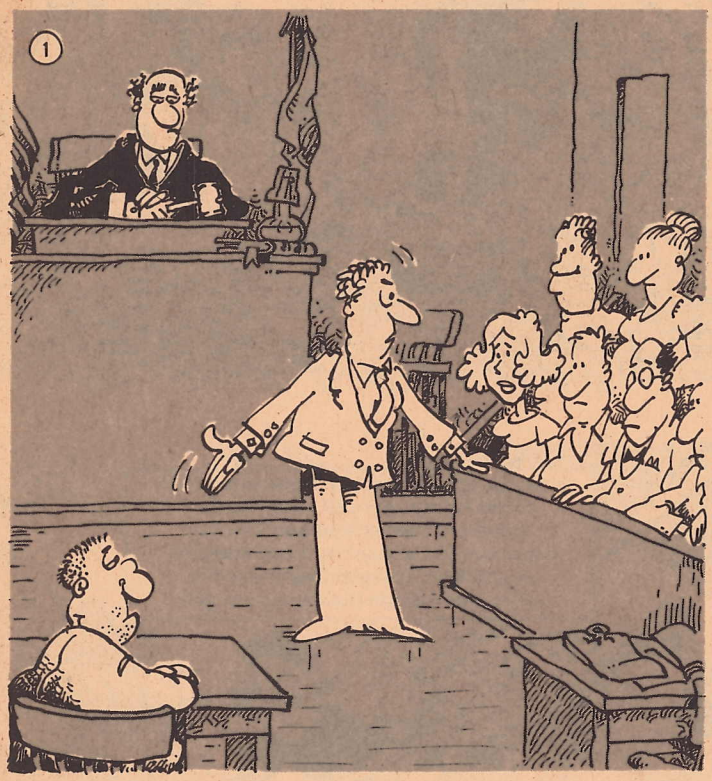

How can you turn on your **devoted mother?** Didn't I **clean** your **cell** every month, whether it needed it **or not?** Didn't I make sure you always had **fresh maggots** in your food? **Humph!** Spend your life raisin' kids and see the **thanks** you get!

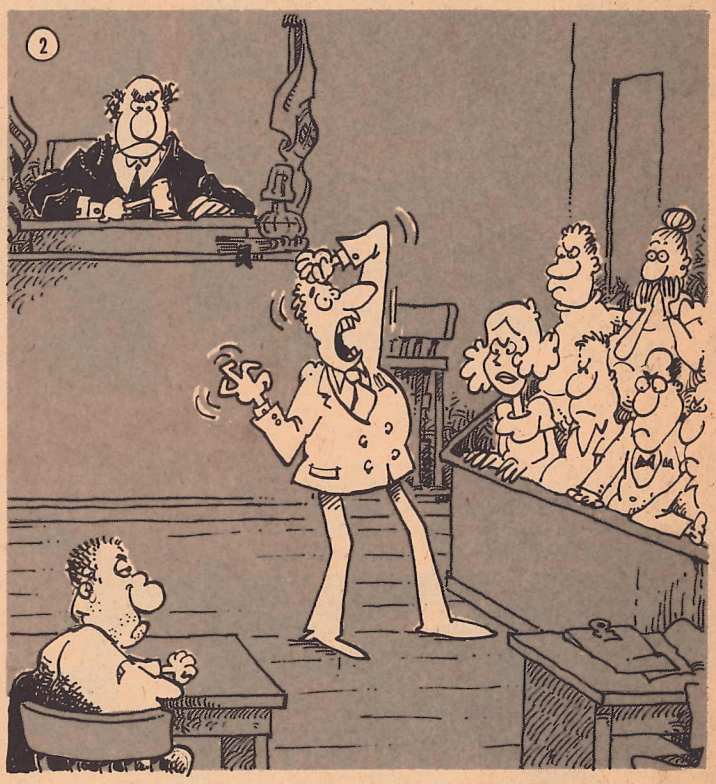

Here. Take these priceless **Pirate Jewels.**
We can **sell** them and buy back our **homes!** The town is **saved!**
Like **hell** it is! These **kids** are under **arrest!**

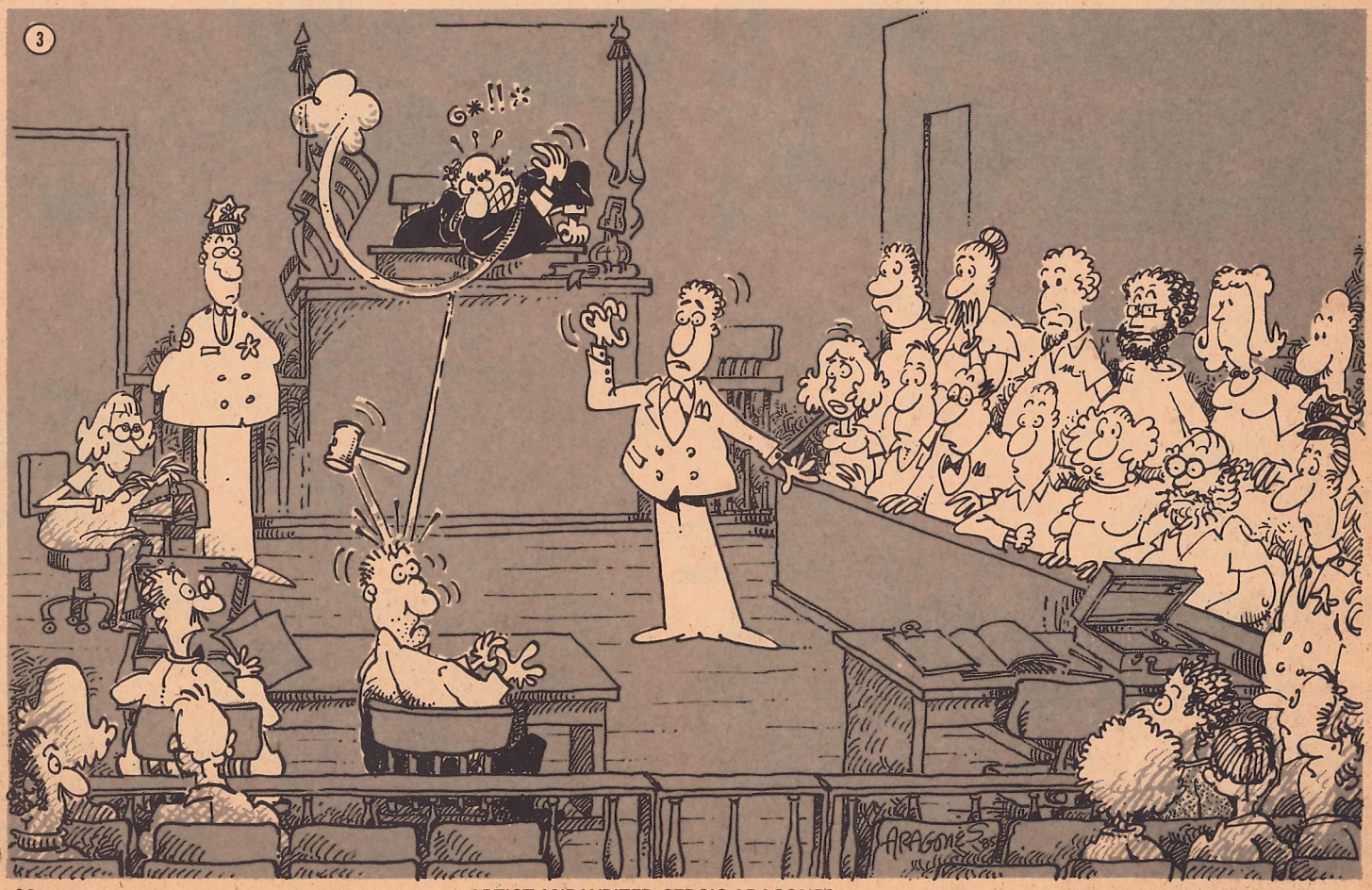
What's the **charge?**
Trespassing. These idiots broke into Disney World's **"Pirates Of The Caribbean"!**

SERGIO ARAGONES DEPT.

JUSTICE ONCE







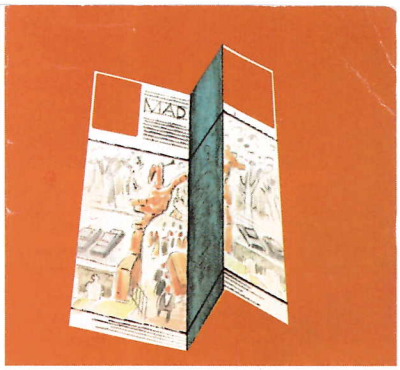
ARTIST AND WRITER: SERGIO ARAGONES

WHICH GRUESOME TWOSOME WAS RESPONSIBLE FOR THE PREMATURE PASSING OF THE DEARLY DEPARTED?

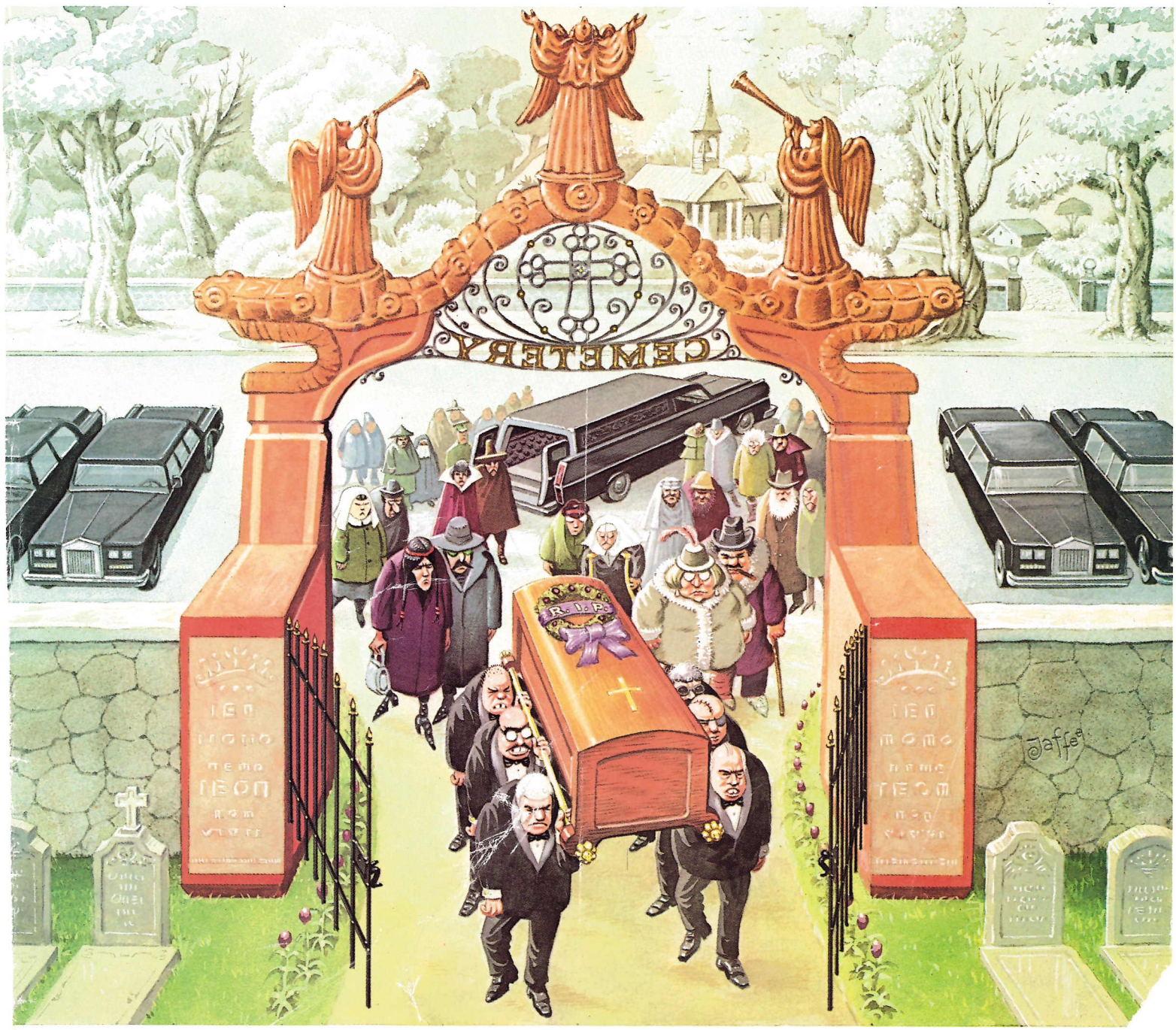
HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

A couple of partners in crime were responsible for the scene shown here. To find out who these perpetrators were, fold page in as shown in the diagram at the right.



A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"



HERE IS A TALE THAT'S TRULY AMAZIN'
BOOT HILL WAS FILLED BY SIX SHOOTERS BLAZIN'
AND EVEN TODAY (IT AIN'T SO SURPRISIN')
CRUEL WAYS OF KILLIN' THEY'RE ALWAYS DEVISIN'

ARTIST AND WRITER:
AL JAFFEE

A▸ ◂B

WHAT'S THE BEEF?

THE WEINBURGER

ARTISTS: WILL ELDER & HARVEY KURTZMAN WRITER: AL JAFF

OVER 600 BILLION $PENT

we blew it all for you